

BEDMINSTER TOWN TEAM ANNUAL REPORT JUNE 2015

From the Chair of Bedminster Town Team

Welcome to our second annual report of the BID

The BID is the funding arm for Town Team activities, generated via a small levy on all eligible businesses in the area (equivalent to 1.5% of rateable value) and paid into a central 'kitty' to be spent on projects that benefit Bedminster businesses.

Our vision remains to:

Exploit and eventually explode the gap between art, advertising and entertainment, high street retailing and real estate development' drawing on some of the lessons of Shoreditch which has reinvented itself as the UK government's vision for the 'largest concentration of creativity, media and technology in Europe'.

This frames our priorities:

- Create vibrant streets that excite and delight
- Market and promote Bedminster
- Reduce crime and improve the shopping environment
- Advocate and lobby for Bedminster business interests
- Drive down costs through joint purchasing

Our numerous projects over this past twelve months have all emerged from this vision and priorities and we are delighted to see our efforts bear fruit with a continued low level of shop vacancies, some wonderful new openings – particularly on lower North Street – and announcement of major new residential developments that will provide a huge boost to trading on East St and Bedminster Parade.

As you will know, the BID generates £85,000 BID income and the question of how this should be spent in Year 3 will be decided upon in open meetings for businesses on East Street, North Street and West Street throughout the summer – please do look out for these meetings (see below) and bring us your biggest and best ideas or drop us an email or give us a call – contact details on reverse.

With best wishes for an excellent 2015/16.

**Simon Dicken, Wilkinsons, East Street
Chair of Town Team and BID**

The Past Year – in Summary

In its second year the Business Improvement District has continued to deliver a multitude of projects across the BID area under the themes of marketing, arts/culture and the built environment (making the streets look more attractive for shoppers). The following table summarises projects managed directly via the BID and Town Team or supported either financially or via our marketing platform (ie the Town Team website and other social media outlets such as Twitter and Facebook):

Built Environment	Hanging baskets and planters	ie paying or subsidising their introduction and/or maintenance
	BGC and Walkways	Joint application and financial support with the Neighbourhood Partnership
	Gateway Art/Greening	Approved artwork for Bedminster Parade
	Access survey	Shopper and pedestrian friendly assessment exercise to inform future traffic management
	Shop fronts	Grants for shop front improvements made available
	Mill Square	Creation of a small square adjacent East St
Crime	Radios	Radios provided by Town Team to link directly with the police in businesses suffering higher levels of violent crime and anti social behaviour
Marketing & Promotion	Art in shop windows	Pilot art trail in shop windows
	Events & Markets Manager	East St weekly market and Summer Fair
	Plaster PR and Digital	Website and other social media content management
	Lanterns Parade	Subsidy of parade through shopping streets
	Fabric banners	Redesign and replacement of lamppost banners throughout the area
	Generator	Purchase of small generator for events and market
	Musicians etc 'on the Run'	Musician, Comedian etc live gig theme 3x per annum
	Shop Loyalty	Loyalty cards being explored
	BS3T Guide	8 page tourist and visitor

		guide for summer 2015
	Skills Week	Major skills and events program in May
	Show of Strength	Grant for theatre on the street in May
	Upfest 2015	Grant to support 2015 July festival
	‘BOB’	Grant offered to resurrect Best of Bedminster to combine with East Street Summer Fair
	Make Sundays Special	Securing £10k grant and managing the event
	East St Summer Fair	Closing East St for a fair, market etc
	Sculptures on North St	Pilot of 5-6 sculptures/signs on North St shops
	West St Stories	Grant for stories and photos exhibition
	Christmas Lights 2014	Unique projector based Christmas lighting
	Make Sunday Special	£10k grant – June 2015

Theme Reports

The Town Team efforts broadly breakdown into the following areas with particular emphasis on the first two (hence the regular monthly meetings which are open to all businesses – please feel free to turn up).

- Marketing, arts and culture (meets last Monday of every month at 6pm in Tobacco Factory)
- Built Environment (meets first Tuesday of every month at 2pm in Smiley’s Plaice)
- Crime (meets on occasional basis)
- Saving Money

Marketing Report

This review is provided by Plaster who are retained marketing and PR advisors for the BID and Town Team with objectives to:

- Increase awareness of Bedminster as a shopping district
- Increase footfall to the Bedminster area
- Attract visitors to Bedminster for Bedminster Skills Week
- Create opportunities for local businesses to appear in the press
- Leave a legacy on social media channels and communicate with visitors to the area

Flyers and posters

Marketing Initiatives

- Bedminster hand-drawn map - Hand drawn map of the area to form the basis of shopping and walking maps for the area/ Also a possible graffiti map after Upfest this summer and retail map for Christmas gifts.

- BS3T Guide – based on the hand drawn map on one side, highlights and events on the other. Distributed in the city, tourist information office and airport.
- *Street banners* - promoting other areas and walking around Bedminster – timeless design

Our Website - Bedminster.org.uk

Plaster is managing a new phase of development for bedminster.org.uk which integrated the Bedminster Community Partnership with the original Bedminster Town Team website. This is updated regularly.

Social Media

Plaster has proactively promoted every element of Bedminster's business community through its social media channels where they have managed Facebook and Twitter. We are regularly reaching around 20,000 people a month on Facebook and Twitter with introductions such as new openings, new events and markets and fairs.

The top line results and thus reach continue to grow strongly giving the Town Team a strong marketing platform that it owns;

- **Facebook:**

- 2013 - 844 likes
- 2014 1,349 likes
- 2015 2,283 likes (as of June)

- **Twitter:**

- 2013 - 1,714 followers,
- 2014 - 2,807 followers
- 2015 3,759 followers as of June – averaging 76,400 impressions every 28 days.

Press Coverage

Key press coverage this year includes:

- Front page + 6 page spread on Bedminster – Clifton Life
- 13 things you probably didn't know about Bedminster – Bristol 247
- Pom pom parade – Bristol Post
- Skills Week interview and what's on - Bristol Property Live
- Photocall and coverage in RPZ – Bristol Post
- Plaster arranged a photocall and previews for the first Musicians on The Run. Coverage appeared in local press including Bristol Post, Clifton Life, Bristol Property Live, Ents 24, an interview on BCFM and regular plugs on BBC Radio Bristol.
- Plaster arranged a photocall and previews for the Winter Lantern Parade. Coverage included – Visit Bristol, Bristol Post, interview on BCFM, filming from BBC Points West and ITV.
- Comedians on the Run - Plaster arranged press opportunities for the second installment of the 'on the run series' attaining coverage from the Bristol Post, BBC Radio Bristol (including interviews & regular mentions in the station's what's on plugs, Jack FM, interview on BCFM, alongside features with Time Out Bristol & Bristol 247.
- Plaster arranged previews for Skills Week from The Pigeon online, Bristol Post and BCFM. Bristol Property Live interviewed Ben Barker for the run up to Skills Week and the what's on section.
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Finally a weekly market has now been running on East Street for over a year and permission has been requested to double its size and hold on Fridays as well as Saturdays.

Built Environment (ie planning, transport etc)

RPS – Resident Parking Scheme

RPS is going through final stages of consultation before introduction to Southville and 'Bedminster East'. For full details please see the council website (under parking). We have had numerous meetings with council officers over the past year with varying degrees of success.

- East St – the lower end which joins Bedminster Parade where there are already high vacancy rates amongst shops we were pleased that our concerns are heard and the plan to introduce double yellow lines has now been 'parked' and shopper parking will instead be maintained
- North Street – the Town Team has lobbied hard to increase the shopper parking on streets immediately adjacent to North Street. Our initial concerns did not make any discernible differences to the proposals which in our view would significantly reduce car borne access to shops in this area. We understand this issue is still under review and will continue to press for positive changes in favour of more shopper parking within easy walk of North St.

Mill Square

The Town Team has worked with the council to agree proposals for rearrangement of double yellow lines at the junction of East Street and Mill Lane to form a small, square or piazza – 'Mill Square'. We have in addition commissioned urban design proposals to introduce a more amenable space to include a new surface dressing, more planters, seating, greenery, art and a low-level play installation for small children. The Town Team is in the final stages of agreeing a funding proposal from the neighbourhood partnership to help deliver the scheme in the second half of this year.

Mill Square Designs

MetroBus

As part of the MetroBus proposals for Bedminster we are delighted that following a series of meetings with officers we have informal agreement for significant improvements in the pedestrian arrival experience on Bedminster Parade. Outline proposals already presented incorporate pavement widening and renewal; new road surface; planters; trees; creation of mini plaza; place-making at gateway etc.

North Street Sculptures

The Town Team have just completed a mini competition to appoint a local artist to make sculptures or signage for North Street shops. This is a pilot in which the artist will work with 5-6 shops and present initial ideas to the public at upcoming events (eg Make Sunday Special or North Street Fair).

Example from US town (not actual)

Planter maintenance and flower baskets

The Town Team continue to fund the installation and maintenance of planters and flower baskets throughout the area.

New Developments Coming to Bedminster

The return of a stronger economy and shortage of residential accommodation across the UK has meant a renewed focus on Bedminster for residential development. Given the additional demand people living within easy walking distance of local shops will provide the Town Team has offered support to developers

St Catherine's Place – received planning consent last year for 180 residential units, new shops and other facilities including a vastly improved walking environment that will finally bring an end to the desperately poor shopping environment that currently exists, which has been largely vacant for the past decade.

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Lombard and Consort House – is the second development which comprises the proposed change of listed office building into a large scale, high quality residential development with improved retail and leisure offer in the colonnaded ground floor. Developers City & Country are well known to Bristol as owners of the nearby former General Hospital which is undergoing a similar transformation.

<i>Lombard & Consort House, East St</i>	<i>The General, City & Country's nearby development</i>

These two developments alone have the potential to create around £5m worth of additional annual shopper demand for East Street – the prognosis for existing and new shop openings on East St is very good.

Bedminster Green - Finally the wider area between East Street and Windmill Hill which is currently a mix of light industrial and warehouse space is the subject of an intensive development study by Urbis jointly with the city council. Various options are being explored including:

Entitled 'Bedminster Green' the initial designs principles are exciting and will further enhance the businesses located on East Street and Bedminster shopping and leisure as a whole in the longer term.

Financial Report

[insert report from AIMS accountants here]

Ongoing Activities and Offers

Last year we set up a number of cost saving initiatives that continue to be relevant:

Waste Better, Cheaper Collection and More Attractive Streets

Saving you money - new recycling and waste management service for Bedminster BID members. BID members can now benefit from a low cost, high quality recycling and waste management service that will save money, reduce congestion and improve the appearance of Bedminster's streets.

Following an extensive tender process, the BID team appointed SITA UK as our recycling and waste management partner. Benefits for BID members include reduced waste management costs, an improved recycling service and collections at a time to suit you. Members should be able to save circa 25% per cent on their recycling and waste disposal costs.

Contact SITA today to find out more:

Telephone 0845 600 2836

Email: bedminster@sita.co.uk

Business Rates

No Savings=No Fee. Colliers International has been selected through a competitive process from Bristol's best commercial surveying firms to provide Bedminster's Business Rate Payers with advice on how to save money on business rates.

Ben Batchelor-Wylam of Colliers International is a specialist Rating Surveyor with over 10 years rating experience and saves businesses money by reducing a property's rateable value or obtaining business rate relief.

'Before lodging an appeal Colliers undertake thorough research reviewing the individual merits of each property and, where sensible, provide their own measured floor areas. If, after lodging an appeal, no money is saved the whole process will not have cost a thing and only once a refund has been secured would a fee become payable. The Town Team have secured highly preferential fee rates (details on application) and it is extremely unlikely you will receive better value for money anywhere else.'

Contact: Ben Batchelor-Wylam MRICS

Colliers International

BedminsterBID@colliers.com or ben.b-wylam@colliers.com

07920 135963

Utilities

The Town Team has commenced working with BCR Associates, who already work with many other BIDs in the south west helping businesses save money.

For example in Bath:

- Central Hotel – £8,600 saving – 13% of annual spend
- Small Brewery with a chain of pubs – £3,000 saving, 19% of annual spend
- Multi-site retailer – £15,000 saving, 28% saving

Average saving for levy payers – £1,600.

“After many years of unsatisfactory and biased sales advice from the energy industry I have found this service to be a truly independent, honest, no fee solution. I would like to take this opportunity thank Ben for providing me with the real costs and allowing me to make an informed decision future proofing my contracts and providing peace of mind. BCR Associates have helped me arrange the most cost effective solution for my energy needs with no fee.”

Myles Gallagher, Flan O'Brien's, Bath

To start saving now, pick up the phone or email BCR. Ben Leighton at BCR Associates would be happy to call by and see any of our Bath BID Company businesses to offer comparison services for gas, electric, insurance and telecoms. To book your free comparison of utilities, please call Ben on 01225 863454 or email ben.leighton@bcrassociates.co.uk

Other Suppliers:

- Awnings – good shop awnings can provide sun and rain protection as well as style and presence. We have negotiated a standard 15% discount with Nationwide Awnings Ltd (www.nationwideawningsltd.co.uk) – contact Nigel Emmett on 07791217033 or 25% (worth c£500) if we can do 10 shops in one order (contact the Town Team).

Next Year – What's the Plan?

The projects for the forthcoming year will be planned during the summer. If you have any ideas about what we can do to help Bedminster's retail streets please try to come along to one of the following meetings to share and discuss ideas:

	Date and Venue	Contact
East Street	6pm Tuesday 4 th August at The Steam Crane, North Street	Simon Dicken (simondicken@btinternet.com)
North Street (West)	tbc	Claire Baker (clairebaker@blueyonder.co.uk)
North Street (East)	tbc	Emma Williams (emma@inrecovery.co.uk)
West Street	tbc	Jeff Clark tbc(sales@jeffersonstudios.co.uk) Stef Brammer (stef.brammar@way-out-west.org)
Marketing Arts and Culture	3 rd August 6pm at Tobacco Factory	George Grace (george@townentred.com)
Built Environment	4 th August 2pm at Smiley's Plaice, East Street	George Grace (george@townentred.com)

Each of the above meetings will compose a short report with the overall findings presented back to the Town Team Board which will meet in September to decide priorities for the forthcoming year.

Town Team & BID Contacts & Board

<p>Contacts</p> <p>General George Grace, george@towncentred.com Simon Dicken, Wilko, man242@wilko.co.uk Ben Barker, GBCP, benbarker@blueyonder.co.uk</p>	<p>Town Team & BID Board Jeff Clark, Jefferson Studios; Simon Dicken, Wilko; Kellie Hasbury, Plaster; Mark Hatcliffe, Barclays; Steve Hayles, Upfest; Lucie Wise, Minuteman Press; Melody Beard, The Hungry Caterpillar; Emma Williams, In Recovery; Stephen Wallace, The Steam Crane, Adil Ayub, lets</p>
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Marketing

Beryl Dzambo, Plaster,
beryl@weareplaster.com
Events, Tom Beard,
markets@bedminster.org.uk

rent; Peter Hockenhall, Viva La Mexicana;
Tom Beard, The Hungry Caterpillar;
Vinod Johnson, Premier Supermarket; Stef
Brammar and Ben Barker Neighbourhood
Partnership; Charlie Bolton, Bristol
Councillor (Observers; Jason Thorne,
Bristol City Council; Sgt Paul
Honeychurch, Avon & Somerset Police)