



Bedminster Elves



Annual Report 2015/16



Ebenezer Gate





Street Signs



Let's Walk Bedminster



Fun on the Run



Caraboo Square



Window Wonderland



Upfest





Musicians on the Run



Breakfast in Bedminster



Musicians on the Run



North Street Christmas Fair



Lantern Parade

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Welcome to the Bedminster Business Improvement District (BID) Year in Review



As you probably know the BID (Business Improvement District) 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. For simplicity we have decided to merge Town Team and Business Improvement District into a single organisation and name - Bedminster Business Improvement District. Thus going forward there will be no further reference to Town Team.

Out of this came our priorities to:

- 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

Numerous additional projects were implemented over the past 12 months to serve the interests of Bedminster's shopping streets. We are delighted to see our efforts continue to have an impact with continued low level of shop vacancies, some wonderful shops and cafes and further new announcements of major new residential developments that will provide a huge boost to trading on East St and Bedminster Parade.



East Street Summer Fayre

If you are interested in contributing ideas towards next year's projects these decisions are made in open meetings for businesses in their relevant streets throughout the summer – please do look out for these meetings and bring us your biggest and best ideas, drop us an email or give us a call.

With best wishes for an excellent 2016/17.

Simon Dicken, Wilkos, East Street
Chair of Business Improvement District (BID)

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'.



The Past Year – in Summary



In its third year the Business Improvement District has continued to deliver numerous projects across the Bedminster 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 or supported either financially or via our marketing platform (Business Improvement District (BID) website and social media outlets, Twitter and Facebook):

Built Environment	Hanging baskets and planters	Paying or subsidising their introduction and/or maintenance
	Bristol Green Capital and Walkways	Support of application and implementation of walking (ie to the shops etc)
	Shop fronts	Grants for shop front improvements made available
	'Caraboo Square' on East Street	Creation of a small square adjacent East St
	Ebenezer Gate	Creation of a 'pocket park' on North Street
Crime	Radios	Radios provided by Business Improvement District (BID) to link directly with the police in businesses suffering higher levels of violent crime and anti social behaviour
	CCTV	Meetings with police to increase CCTV coverage of the area (ongoing)
Marketing & Promotion	Art in shop windows	Part of the local art trail, Southbanks Art Trail
	Events & Markets Manager	East St weekly market and Summer Fair
	Plaster PR and Digital	Website and social media management, events organising
	Lantern Parade	Subsidy of parade through shopping streets
	Fabric banners	Lampost banners throughout the area
	Breakfast in Bedminster	Working with Food Connections to create a 'Taste the World' breakfast event
	'On the Run' series of events	Musicians, Comedians and Fun on the Run – ie live multiple gigs in local venues
	Remembrance Week	A car Poppy on every bollard on East Street
	BS3T Guide	8 page tourist and visitor guide for summer 2015/16
	Skills Week	Major skills and events programme
	East Street Summer / Christmas Fair	Xmas Fair and Market (including reindeers, barber shop singers, Salvation Army)
	Upfest 2016	Grant to support 2016 July festival
	Art tours	Street art tours run by Where the Wall
	Make Sundays Special	Securing £3k grant; contributing £5k and managing the event
	Sculptures on North St	Pilot of 5 sculptures/signs on North St shops
	West St Stories	Grant for stories and photos exhibition
	Christmas Lights 2015	Unique Elf Houses and Trail theme



Theme Reports

The Business Improvement District (BID) 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 every Monday of every month at 6pm in the Tobacco Factory)
- Built Environment (meets first Tuesday of every month at 2pm in Smiley's Plaice)
- Crime (meets on occasional basis)

Marketing Report

This review is provided by Plaster who are retained marketing and PR advisors for the Business Improvement District (BID) with objectives to:

- Increase awareness of Bedminster as a shopping district
- Increase footfall to the Bedminster area
- Create opportunities for local businesses to appear in the press
- Run and maximise social media channels and communicate with residents of the area - and broader Bristol

Make Sunday Special

Plaster ran Make Sunday Special for Bedminster, enabling us to spend the full 10k donation from the Council on activating the event. It was widely judged as the best event of its kind the city has hosted.

Flyers and posters



Social Media

Plaster has proactively promoted every element of Bedminster's business community through its social media channels. Businesses are actively encouraged to submit news regularly to the team. We are regularly reaching an average of 32,150 people a month on Facebook and 65,908 on 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 Business Improvement District (BID) a strong marketing platform that it owns.



Facebook.com/bedminsterbs3

@bedminsterTT

	Facebook	Twitter
2013	844 likes	1,714 followers
2014	1,349 likes	2,807 followers
2015	2,606 likes	3,855 followers
2016	3,641 likes	4,729 followers 790,900 impressions

Press Coverage

- > Make Sunday Special – Pigeon, Bristol Post print, online & social media, Bristol 24/7, BBC Radio Bristol, Bristol magazine, Bristol Property Live, Bristol Life and BCFM
- > Window Wonderland – Bristol Post, Bristol 24/7 online and newsletter, Bristol Life, Bristol Magazine & online Wow 247 online
- > Full two page spread in Bristol Property Live on 'Living in Southville'
- > On the Run – Plaster arranged press opportunities for another installment of the 'on the run series' attaining coverage from BCFM, BBC Radio Bristol, Bristol Post, Bristol 247, SAM FM & Made in Bristol TV
- > Bedminster Street Art Tours – Bristol Post, Bristol 247, Bristol Life
- > Plaster arranged and put together a new event alongside Michelin starred chef Josh Eggleton called Breakfast in Bedminster to run in conjunction Food Connections. Previews and coverage came from Bristol Post, a two page post event gallery from the Pigeon, The Morning Advertiser, Bristol Bites, Bristol 24/7, 365 Bristol as well as a live broadcast at Kustom Floors with BBC Radio Bristol on the morning of the event.
- > Plaster liaised with the Bristol Post to feature Bedminster pubs in Changing Tastes: How the pub scene is evolving south of the river with Steve from The Steam Crane alongside an image which Plaster took to accompany the piece.



Built Environment (ie planning, transport etc)

RPS – Resident Parking Scheme

RPS has been in place for nearly a year and we are awaiting a review of the scheme as promised by the council. The main concerns are in Southville where we have made the following representation to the council on behalf of businesses.

- North Street itself should be dedicated to P&D only and not mixed with RPS
- Perpendicular/contiguous roads to North Street should be 50% mixed P&D and RPS (Upton Road is of no use to the traders and can return to 100% residents)
 - there will be no negative impact on residents as the streets are half empty of cars during the day
- Free period - P&D is extended to an hour free not half an hour and that the first half hour is 'properly free' (ie the first hour and a half is £1)
- Saturday parking limit should be limited to 2 hours (3 hours for the rest of the week is ok)
- Double yellows review – need more reintroduced (especially on junctions such as Lions Stores for safety and shopper (in-out) convenience)
- Loading bay review including a bay in front of Ashton Fruit and on eastern North Street (probably near Greville Street) in front of fruit and veg
- Consultation - only one side of North St was not consulted at all (as it forms the boundary) despite it being seriously affected by RPS. This side of North St still extraordinarily cannot get permits.



'Caraboo Square'

The Business Improvement District (BID) agreed the rearrangement of double yellow lines at the junction of East Street and Mill Lane to form a small, square or piazza – 'Caraboo Square'. We commissioned design proposals to introduce a more amenable space to include more planters, seating, greenery and art. Finally we secured over £13,000 funding and organised its installation



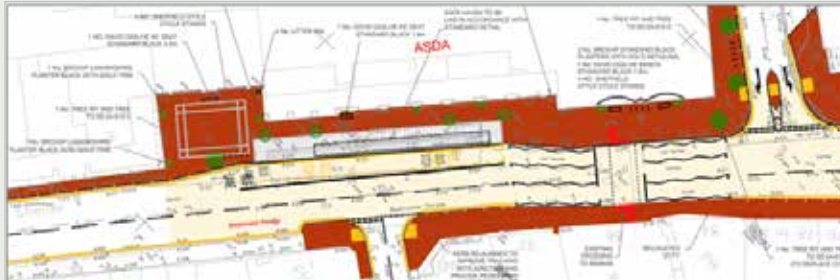
North Street Sculptures

The Business Improvement District (BID) appointed a local artist to make sculptures or signage for North Street shops. The various pieces have been received very well and we are now commissioning a further five installations.



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. We are informed these improvements will be made during the summer.



Ebenezer Gate Pocket Park

New Developments Coming to Bedminster

The stronger economy and shortage of homes 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 Business Improvement District (BID) has offered support to developers when making the case for planning. Several major schemes are at various stages of development:

St Catherine's Place – received planning consent in 2014 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 that currently exists at the bottom of East Street.



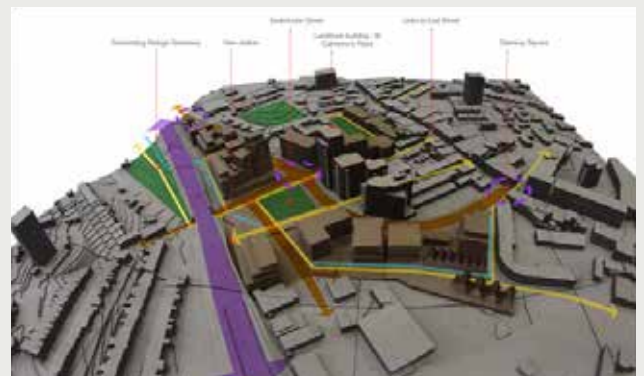
Lombard and Consort House – received planning consent in June this year for conversion from offices into a large scale, high quality residential development with improved retail and leisure offer in the colonnaded ground floor. Developers City & Country are well known to Bristol as owners of the nearby former General Hospital which is undergoing a similar transformation.

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 - 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 developers Urbis to create a new 'Urban Quarter in the area:

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

Our accounts are prepared independently by local Chartered Accountants Tyrrell Procter. The main reason for the increased income is largely because of timing of BID revenues transferred by the council to our account and greater success with grant applications this year.

Bedminster Town Team Limited Detailed profit and loss account for the year ended 31 March 2016		
	2016 £	2015 £
Income		
Other income	2,867	4,866
Grants and BID Income	111,397	58,116
	<u>114,264</u>	<u>62,982</u>
Expenses		
Built enviroment	3,964	-
Bid admin and project managemt	17,160	17,805
Marketing	72,923	47,850
Bank charges	110	39
Insurance	725	275
Depreciation	2,783	3,322
Sundry expenses	121	4,825
	<u>97,786</u>	<u>74,116</u>
Legal and professional costs:		
Accountancy fees	213	400
	<u>213</u>	<u>400</u>
	<u>97,999</u>	<u>74,516</u>
Total profit for the year	<u>16,265</u>	<u>(11,534)</u>

Ongoing Activities and Offers

The Business Improvement District (BID)has set up a number of cost saving initiatives that continue to be relevant:

Waste - Better,
Cheaper
Collection and
More Attractive
Streets

**BUSINESSES IN BEDMINSTER ARE
BENEFITING FROM OUR TRADE WASTE
AND RECYCLING SERVICE**

With collections **six days a week** and **discounted rates** for Bedminster businesses, isn't it time you signed up?

Recycling - cardboard, cans, plastic bottles, paper

Glass recycling

Food waste recycling

General waste

Confidential shredding




Saving you money - 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

Utilities

The Bedminster Business Improvement District (BID) is working with BCR Associates, who already work with many other BIDs in the south west helping businesses save money. Please pick up the phone or email BCR. Ben Leighton at BCR Associates would be happy to call by 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



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	When: Tuesday 2nd August, 6pm Where: The Steam Crane, North Street	Simon Dicken (simondicken@btinternet.com)
North Street (Upper)	When: Wednesday 17th August, 6pm Where: The Hen & Chicken, North Street	Claire Baker (clairebaker@blueyonder.co.uk)
North Street (Lower)	When: Tuesday 9th August, 6pm Where: Steam Crane, North Street	Emma Williams (emma@inrecovery.co.uk)
West Street	When: Tuesday 2nd August, 5.45 pm Where: Mezzaluna on West Street	Jeff Clark (sales@jeffersonstudios.co.uk) Stef Brammer (stef.brammar@way-out-west.org)
Marketing Arts and Culture	When: Monday 5th September, 6pm Where: The Tobacco Factory, North St	George Grace (george@towncentred.com)
Built Environment	When: Monday 5th September, 2pm Where: Smiley’s Plaice, East St	George Grace (george@towncentred.com)

Each of the above meetings will compose a short report with the overall findings presented back to the Business Improvement District (BID) Board which will meet in September to decide priorities for the forthcoming year.





Upfest

Bedminster Business Improvement District (BID) Contact & Board

General

info@bedminstertownteam.com

George Grace

george@towncentred.com

Simon Dicken, Wilko

man242@wilko.co.uk

Ben Barker, GBCP

benbarker@blueyonder.co.uk

Marketing

Marketing, Beryl Dzambo, Plaster

beryl@weareplaster.com

Events, Tom Beard

markets@bedminster.org.uk

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

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)

Business Improvement District (BID) are most grateful for the pro bono advice and support offered by local accountants Tyrrell Procter and PR and Marketing Specialists Plaster.

