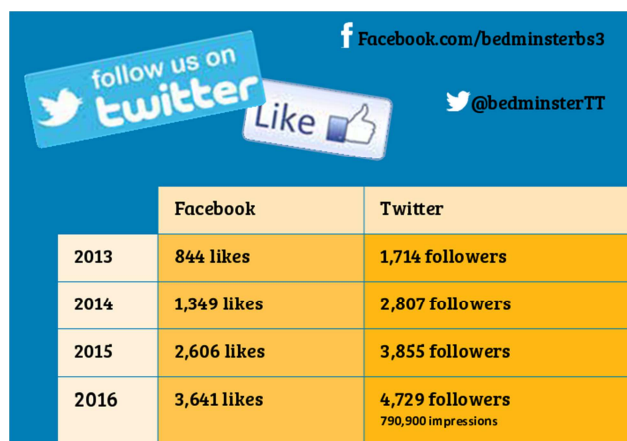


Marketing and Promotion

The BID retains local marketing and PR specialists Plaster as advisors to:

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

We regularly reach around 100,000 people a month with introductions and news of events and new store openings. Importantly these people are targeted to be interested in Bedminster and largely local.



Throughout the year the BID organises or supports events on the retail streets. In particular – Christmas paying for and organising Christmas Lights and/or installations (eg most recently the Elf Villages). Several times each year we are involved in events sufficiently large that streets are closed to traffic. In particular Christmas Fairs on North and East Street. Also Make Sunday Special on North Street.

Marketing and Promotion is a 'live' and thus constantly changing series of projects for the BID. If you wish to know more please look out for updates in the digital newsletters or ideally get involved via our monthly marketing (arts and culture) meetings – 6pm last Monday of each month in the Tobacco Factory.