## **GLOUCESTERBID**

### **EVENTS & CAMPAIGNS** 4 Continued:

#### Valentines Giveaway:

Many thanks to those businesses who have supported our Valentine's Giveaway bundle. This ran from January to February and involved entrants tagging and following the businesses involved. Prizes included:

• GL1 Leisure Centre: 1 month membership for two people including: gym, swimming, spa and group exercise classes.

• VRXperience Virtual Reality Escape Room experience for two people worth £50.

• A £50 Gloucester Quays voucher.

• A £50 Gloucester Gift Card

• A £50 Voucher for Bills Restaurant

• Afternoon Tea for two in The Monk's Kitchen and a guided 'highlights tour' for two at Gloucester Cathedral.

• A £20 self-serve bar gift card at Gloucester Brewery's stunning new waterfront tap room.

We will be running another giveaway soon - keep your eyes peeled and if you would like to contribute a prize, please email marketing@gloucesterbid.org.uk

#### To look forward to:

#### **Opening of King's Square:**

May 2022 will see the much anticipated launch event celebrating the opening of Kings Square following its £5 million transformation to upgrade it and turn it into a world class events space. The event will also mark 50 years since it was originally completed and opened to the public in 1972.

#### **Tall Ships:**

Gloucester's Tall Ships Festival returns to Gloucester in June 2022. The three-day festival will go ahead from Friday 3 to Sunday 5 June coinciding with the Platinum Jubilee Weekend to celebrate the Queen's Platinum Jubilee. With Gloucester Sea Shanty returning as a favourite fringe event!

Thank you to those who completed our survey. From the responses we can see that the city's cleanliness and appearance, the anti-social behaviour (street drinking and begging), parking and overall marketing are high on your priorities, and so it will be ours too. We will be holding a dropin session w/c 14th March in the Cathedral Quarter HQ on Westgate Street. Please come and see the proposals for BID term 2. Your input is important.

We will be inviting along various partners for that week including Gloucester City Safe, Visit Gloucester and the City Centre Improvement Team. More detailed information will be issued on our website nearer the time.

### **Gloucester's Business Improvement District Board of Directors**

Kieron Bates Chair, The Fountain Inn

**Chris Nyland** Vice-Chair, Nettl

Peter White Vice-Chair, King's Walk Centre

**Owen Acland** Gloucester Quays

Nick Brookes Advantage Buying

Matthew Cass **Cass-Stephens Insurance** 

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Toby Wooldridge Peppers

**Richard Ashton** Soundhouse

**Rob Buckley** Sure Property

Ellie Stephens Quayside Wealth Management

Philip Walker Head of Culture, Gloucester City Council (observer)

Marie Kimber Primark

### **GLOUCESTER**

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# GLOUCESTERBID **IS MAKING A DIFFERENCE**

Here's an update on what's been achieved by the BID since November 2021.





**Gloucester BID has been working** hard to further improve the city. Find out more inside.



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# LATEST BID NEWS

#### SAFER CITY Safety and Security:

Over the last 3 months our award-winning Gloucester City Protection Officers have:

• Responded to over 2500 call out from Gloucester City Safe members and businesses

- Attended and recorded over 800 welfare checks
- Responded & reported 864 cases of street drinking
- Reported 36 incidents of fly tipping and waste
- Responded to 98 shoplifting cases
- Reported 141 cases of street begging
- Issued 14 Gloucester City Safe cards
- £6954.32 stolen goods have been recovered
- 242 incidents have been captured on CCTV

#### Night Safe Officers:

In October 2021 Gloucester city centre taxi marshals were rebranded as 'Night Safe Officers' with stepped up duties as just one of the schemes to support night-time safety. The launch coincided with the start of 'Purple Flag Month' which is a promotion of the national Purple Flag safety award - an accreditation Gloucester has held since May 2018. The taxi marshal scheme, funded by Gloucester BID and Gloucester City Council, has been key in preventing potential incidents since it was launched in 2017. The presence of the highly visible marshals helps ensure residents and visitors to Gloucester city centre feel safe on a Friday and Saturday night. It also focuses resources at the main weekend taxi rank outside GL1 Leisure Centre on Eastgate Street. https://www. gloucesterbid.uk/news/gloucesters-nightlife-evensafer-with-the-launch-of-city-night-safe-officers/



#### **ATTRACTIVE CITY** #BouncingBack:

Urban artists have completed a project to brighten up Gloucester City streets with the painting of utility boxes. The concept, sponsored by Gloucester Business Improvement District (BID) and the City Council via the Welcome Back fund, is to enhance the street scene by converting distressed street furniture into bright points of interest. City Centre visitors can walk around the Gate Streets and immediate adjoining lanes and spot the artwork. In total 80 boxes, have been decorated with colourful designs by five street artists. The art depicts a variety of Gloucester-based themes as well as a 'nature trail' which can be completed as a tick-box activity.

#### **Flowering and Planters:**

In November and December, solar powered Christmas trees were installed onto the lampposts on Worcester Street; and the Eastgate Quarter planters, which we funded in partnership with Gloucester City Council, were put into place and planted up.

Our Summer Planters have been ordered any will be arriving in the city in early June.

#### **City Cleansing:**

Gloucester BID meets with the City Centre Improvement Team fortnightly and discuss street cleanliness, waste and events.

Latest information on Street Cleansing: the scrubdeck, jetwasher and gumzapper will be back in action at the beginning of March. The City Council are also reviewing the cleaning area, with the view of expanding the area and team to bring the outer area of the city centre up to the same standard of the inner gate streets.

Fly Tipping: The City Council Environmental Crime team are working with Urbaser on cracking down on the fly-tipping in the city. The majority of this happens outside the BID area, but they are also active and responsive to that which occurs in the BID area. If you need to report any incidents please contact: 01452 396396 or heretohelp@gloucester.gov.uk

#### **High Street Heritage Action Zone: Cathedral** Quarter:

Working with local people and partners, the Cathedral Quarter project is breathing new life into Westgate Street. The area is rich in heritage and full of potential, making it more attractive to residents, businesses, tourists and investors. https://www. cathedralquartergloucester.uk/ They are producing a 'Where to Shop and Eat'

pamphlet very soon.

## Westgate Stories What do you remember?

We would love to hear your stories, see your photographs, and share



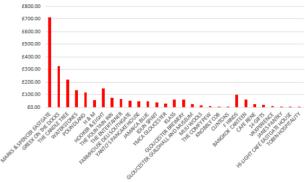
Historic England Gloucester

#### **Z SUPPORTED CITY Gloucester Gift Card:**

In December we launched the digital version of the Gloucester Gift Card - townandcitygiftcards.com/ product/gloucester-gift-card/

From November - January, 104 Gloucester Gift Card transactions have happened with the total amount being redeemed being £2581.21.

Gloucester Gift Card Redemptions November 2021 - January 2022



Top 5 Businesses (amount)

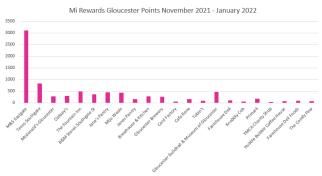
- Marks & Spencer Eastgate
- Greek on the Docks
- The Candle Tree
- Hooker & Eight
- Waterstones

Latest business sign ups have been Webb's Reptile Centre, Cake Box and Primark. Please contact us to get signed up, it's free! - info@gloucesterbid.org.uk

#### Mi Rewards Gloucester:

It is free for BID Businesses to join this loyalty scheme which encourages and promoted shopping locally. mi-rewards.com/gloucester The Mi Rewards points are awarded each time a customer shops in your business. Shoppers simply link existing debit and credit cards to their Mi Rewards account and have a chance to win prizes every month if they shop in a registered business. The latest businesses to join have been Webbs Reptile Centre and Waterstones.

#### The most visited Mi Rewards businesses this guarter:



Prizes that have been won:

 November - £100, 2x£50 & 5x£10 Gloucester Gift Card

 December - Small Business Saturday £50 Gloucester Gift Card

- January £100 Gloucester Gift Card
- February National Prize: Oculus Headset &
- Handsets & Local Prize: 2x£50 Gloucester Gift Cards

To sign up - contact info@gloucesterbid.org.uk lf you would like to offer a prize for a lucky winner please get in touch.

## **GLOUCESTERBID**

#### **Business in Focus:**

Weekly Business in Focus marketing includes an article on our website and multiple sharing on social media platforms. The latest BID BIF have been on 14 Gifts, Spago, Tall Ships Inn, VRXperience, Webb's Reptiles, British Heart Foundation, Hi-Light Cafe, GL1 Leisure Centre, Waterstones Gloucester, Gloucester Antiques Centre, Llanthony Priory and Brewhouse and Kitchen. For the latest articles, plus former, please click on the Business in Focus tile on our website.

If you would like to be the next Business in Focus please contact marketing@gloucesterbid.org.uk

#### Networking:

Our monthly business networking events are going from strength to strength. January's meeting was aimed at Gloucester independent businesses and their social media needs. Come along to our monthly networking events on the last Thursday of every month.

### **EVENTS & CAMPAIGNS** 4 Runaway Reindeers:

Over 250 people entered the Runaway Reindeer trail competition to win a £500 gift card. The festive reindeers, painted by local artists, brought Christmas joy to Gloucester as they were dotted around the city for visitors to find. The lucky winner: 5-year-old Ellie and her grandparents were delighted on being presented with the prize. They walked three miles to find all the reindeer clues on two visits to the city. It certainly encouraged them and others into Gloucester and its businesses.

#### **Bright Nights:**

Lighting up the long winter nights, the new Bright Nights programme has seen Gloucester come to life with light and colour from November 2021 to February 2022 - with spectacular light installations taking place all over the city including, 'Breathing Room' at Blackfriars Priory and 'Luma' at Gloucester Cathedral.

#### **Gloucester Folk Trail:**

The three-day Gloucester Folk Trail returned this February for its fifth year. It takes place in various venues across the city including, Cafe Rene, The Fountain Inn, The Cavern and this year we welcomed back The Tall Ship pub. It is going from strength to strength, with a fantastic team behind the programming and coordination. Thank you to all the hosts and venues, we will be looking for sponsors next year to keep the event growing.

