

4 EVENTS & CAMPAIGNS

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 drop-in 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, Netti

Peter White

Vice-Chair, King's Walk Centre

Owen Acland

Gloucester Quays

Nick Brookes

Advantage Buying

Matthew Cass

Cass-Stephens Insurance

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

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.

Safety and Security:

- 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

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-even-safer-with-the-launch-of-city-night-safe-officers/>



#BouncingBack:

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.

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

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

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.



Gloucester Gift Card:

[illegible]

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

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.

Location	Points Earned (Approximate)
M&S Garage	3100
Tesco Sainsbury	800
Midway's Gloucester	250
Obdon's	350
The Fountain Inn	450
B&M Stores Sainsbury Q&	300
Jack's Parry	400
Milly Woods	400
James Parry	150
Brenshaw & Fitchin	250
Gloucester Brewery	250
Card Factory	50
Cafe Rose	150
Tobin's	50
Farmhouse Ltd	400
Farmhouse Ltd	100
Koribby Club	50
Primark	150
YMCA Charity Shop	50
Hobbs Bubble Coffee House	50
Farmhouse Deli House	50
The Confly	50

- 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

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.

Runaway Reindeers:

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.

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.

