



IS MAKING A DIFFERENCE

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

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

Newsletter 6 | December 2021

LATEST BID NEWS

1 SAFER CITY Safety and Security:

Over the last 3 months the City Protection Officers, who are funded in partnership with Gloucester City Council and the Gloucestershire Police and Crime Commissioner have:

- Responded to over 2000 call outs from businesses
- Responded to 900 Welfare Checks
- Responded to 1140 cases Street Drinkers
- Reported 47 incidents of rubbish and fly tipping
- Dealt with 393 reports of Anti-social behaviour and 304 of suspicious behavior
- Responded to 99 cases of shoplifting and have issued 17 cards on the Gloucester City Safe scheme.
- £4913.16 stolen goods have been recovered.

The CPOs have been nominated for an Impact Award, organised by the Office of the Police and Crime Commissioner, and have been awarded the Crime Prevention Award which they will receive at the end of November. Well done team, fantastic work.

Student Moving in Day and Hartpury Freshers Fayre:

Gloucester BID, Gloucester City Council, Gloucester City Safe, CPOs and Gloucestershire Police PCSOs welcomed the students moving into the City Heart residents in mid-September, where we talked to parents and students about Purple Flag and the city's safety measures. We also gave out maps of the city, lateral flow tests and, of course, noodles courtesy of Gloucester City Council's City Improvement Team. The Visit Gloucester team and Gloucester BID also had a stand at the Hartpury Freshers Fayre, where maps of the city and water bottles, kindly sponsored and donated by Gloucester Quays, were given away.

Purple Flag:

As well as welcoming the students and educated them about Purple Flag, October was the dedicated month to raise awareness of Purple Flag. To kick start the month we, with our partners, launched the 'Night Safe Officers' which are the former 'Taxi Marshals' re-branded and with further responsibilities.

<https://www.gloucesterbid.uk/news/gloucesters-nightlife-even-safer-with-the-launch-of-city-night-safe-officers-2>

We have also worked with partners to light up places purple and a big thank you to Gloucester Quays and the Civic Trust for lighting up their buildings.



Umbrellas for all LVA door staff.

We have provided bottled water for NTE and the LVA to hand out to those in need and Gloucester City Safe have provided branded umbrellas for all LVA door staff.

The Purple Flag partners met in October to discuss the importance of Purple Flag and talk about the multi-sector partnership that we are very lucky to have in Gloucester. This is one of the five important factors that go towards a Purple Flag accreditation, the others being wellbeing, movement, appeal and place. Gloucester is due for its reassessment in January, looking forward to keeping Purple Flag status for a fourth year. Gloucester BID will be supporting this application alongside Gloucester City Council, Gloucestershire County Council, Gloucester City Safe, Gloucestershire Police and Crime Commissioner, Gloucestershire Police and Gloucester LVA.

2 ATTRACTIVE CITY Art in the City:

You may have noticed artwork popping up on utility boxes around the city. Thanks to joint funding from Gloucester City Council and Gloucester BID, local artists have been decorating the various power boxes in Gloucester. #BouncingBack.

We have also commissioned 5 artists to produce and install artwork on to a wall on St Aldate Street. We have been working with Gloucester Culture Trust to deliver this project and can't wait to see it done!

Dressing:

Along the inner ring road we installed flags on the lampposts, designed by Visit Gloucester we put up the 'Welcome Back' and 'Gloucester Goes Retro' flags, which have been replaced with Bright Nights, Autumn, Gift Card and Mi Rewards flags.

Summer Planters:

Our summer planters added colour to the city during the summer months and this year we chose a bee friendly variety, so hopefully it made some local pollinators very happy.

Dual Purpose Recycling Bins:

In partnership with Wrap and Gloucester City Council, we funded 12 new dual purpose bins for the Gate Streets. These bins have a separate bin for plastic bottles and cans, allowing Urbaser to recycle more. Big thank you to Roy from Urbaser who has been installing the new 'Binrastructure' and to Sara Boon who has managed the project.

3 SUPPORTED CITY Gloucester Gift Card:

There are now over 60 Gloucester businesses that accept the Gloucester Gift Card and this winter we are launching the contactless





version that will work through your phone or watch! Keep your eyes peeled for more information. Over the last three months the top 10 most popular businesses to spend a gift card:

1. Knobbly Cob
2. Hooker & Eight
3. Boswell's Cafe
4. Marks & Spencer - Eastgate
5. Idun Spirit
6. Jane's Pantry - King's Walk Shopping Centre
7. Jane's Pantry - Cathedral Quarter
8. Farmhouse Deli - Southgate
9. The Entertainer
10. Greggs - Southgate

Look out for some fantastic Christmas competitions coming soon, plus 'The Golden Gift Card' supported by Town and City Gift Cards:

<https://www.gloucesterbid.org.uk/news/gloucester-gift-card-corporate-rewards-incentives/>

If you would like to register to accept the Gloucester Gift Card, please email us: info@gloucesterbid.org.uk

Mi Rewards Gloucester:

Like the gift card we have had an increase in registered businesses, which allows more consumers to earn more points in the city. The points earn users prize entries and we've had prizes such as a GL1 membership to £250 Gloucester Gift Cards up for grabs.

Over the last three months the top 10 most popular businesses to earn Mi Rewards Gloucester points:

1. Marks & Spencer - Eastgate
2. McDonald's
3. B&M
4. Farmhouse Deli - Southgate Street
5. Jane's Pantry - Kings Walk Shopping Centre
6. Gloucester Brewery
7. Bangkok Canteen
8. Brewhouse & Kitchen
9. Knobbly Cob
10. Gloucester Guildhall

Double Points Week 16-24 October went very well – thank you to all of the businesses that put their posters and strut cards up. If you need fresh marketing items (window sticker, strut cards A4/A5) please get in touch info@gloucesterbid.org.uk

If you would like to register to be a Mi Rewards Business, please email us: info@gloucesterbid.org.uk

Business in Focus:

Since August 12 Business in Focus articles have been written up and published on our website. They have been on independents, charities, nationals and collectives. If you'd like to be our next BID Business in Focus, please contact Lesley marketing@gloucesterbid.org.uk.

Networking:

Since the beginning of the year we have been hosting an Indie Business Networking on the last Thursday of the month 5pm-7pm. The first few were on Zoom and then we met in person over the summer and onwards. It is a very gentle and positive networking opportunity, worth popping in your diaries.

4 EVENTS & CAMPAIGNS

My Summer Passport – Gloucester BID sponsored this trail, along with Gloucester Quays, 18 businesses were involved, and it saw 1400 individuals taking part in the activity with 1100 completing the trail and collecting their water bottle. Digitally there was over 4000 engagements with a 12000+ reach.

Gloucester Goes Retro 28th August – along with Gloucester City Council, Gloucester BID funded and supported the return of GGR to the city. This year there were 326 vehicles and an estimate of 45000 visitors to the event. It was amazing to see the city, both Docks and Gate Streets, filled and animated, a great way to start our final year of this BID term. <https://vimeo.com/616018401/19f5070dc7>

October Feast: 16-24 October: In support of Purple Flag month, we collated the evening dining out offering in Gloucester and promoted it through So Glos and Visit Gloucester. It was great to see all the different choices we have in Gloucester. We are doing something similar for all Christmas offerings too – please send your Christmas menus and details to Lesley marketing@gloucesterbid.org.uk

Halloween: We have supported Visit Gloucester and both King's Walk and Eastgate Shopping Centre with their variety of Halloween events that have been on this year. One being Gloucester's Creepy Crawl, a trail to help Wanda the Witch find all her creepy friends and magical items.

Bright Nights: October 29th to End of February 2022. We are delighted to be able to support this year's Bright Nights. These fantastic light installations will bring light, colour and joy to the city. <https://www.visitgloucester.co.uk/brightnights>

Lantern Procession: November 21st saw the return of the much loved Lantern Procession with its alternative route through the city.

Runaway Reindeer Trail: Have you spotted the 12 5ft reindeers that are lost in Gloucester? Present in the City for 6 weeks from 22nd November. All 12 reindeers, designed and illustrated by local artists, will be hidden in various venues in Gloucester – can you find them all and work out the clue?

Gloucester Folk Trail: Back for its fifth year Gloucester Folk Trail returns 18-20 February. Time to get your folk on!

Gloucester's Business Improvement District Board of Directors

Kieron Bates

Chair, The Fountain Inn

Chris Nyland

Vice-Chair, Nettle

Peter White

Vice-Chair, King's Walk Centre

Owen Acland

Gloucester Quays

Nick Brookes

Advantage Buying

Matthew Cass

Cass-Stephens Insurance

Angela Lovell

The Vine

Toby Wooldridge

Peppers

Richard Ashton

Soundhouse

Rob Buckley

Sure property

Ellis Stephens

Quayside Wealth

Ian Edwards

(Observer) Head of Place
Gloucester City Council

A reminder of what the BID is:

A 'Business improvement District' is a business-led and business-funded body, formed to improve a defined area - in our case the city centre and docks.

In achieving a big "Yes" in 2017, all businesses in the area pay a contribution, or levy, which goes into a central pot. - that money must be used in line with the specific areas and activities outlined in the published Business Plan.

For Gloucester, these areas of focus are in eight specific areas as detailed in this newsletter.

Do you like what we are doing?

So you have any suggestions as to anything else we could or should be doing as the BID, that fits within the 8 agreed mandate areas detailed within this newsletter?

We'd love to hear from you and put your ideas forward to the board for consideration.

Please email us on
info@gloucesterbid.org.uk
or call 01452 452 001