**Brief report of a meeting between representatives of BBEST and BBEST area retailers – 25th January, 2016.**

**Present**

BBEST representatives: Kath O’Donovan, Secretary, BBEST (notes), Roger Donnison, BBEST Boulevard Project.

Retail representatives: Ruth Günay, Lokanta and three representatives of two retail businesses.

**Notes**

The meeting was organised by Kath O’Donovan, BBEST Secretary and Ruth Günay, Lokanta primarily to consult Broomhill retailers about BBEST plans. The meeting was by invitation, (some 20 retailers were approached) as the logistics of getting people together were uncertain. The meeting acknowledged that a wider meeting could be organised if there was interest from other retailers. Those present recognised that the BBEST agenda and that of local retailers coincide as it is mutually beneficial for the retail centre to thrive. The meeting was called to consult on the BBEST agenda, but there was useful discussion on how Broomhall retailers could work together and use social media more effectively.

To give an indication of the work of BBEST, Roger Donnison gave a presentation on the ‘Boulevard project’, The project seeks to recognise the route from Broomhill to the University as a ‘key walking corridor’, and plays into other local and national agendas such as ‘active travel’ and ‘outdoor city’. The traffic will remain and funding is an issue, but the project will guide the improvement of the corridor as development opportunities and funding arises.

A project website is in preparation and meanwhile, additional information is available from the project map: <https://www.google.com/maps/d/edit?mid=zvclBeCLZeJ4.kFaw3e9cvmX8&usp=sharing>

Points from the discussion:

* Although attendance was disappointing (several other retailers had shown interest in attending) the discussion was lively and positive.
* The meeting recognised that although parking and business rates are at the forefront of concerns, there are other measures that can be taken to develop Broomhill as a ‘destination’ to benefit all businesses.
* BBEST to consider contacting retail landlords, who are important stakeholders, in addition to retailers. - **Action**
* Discussion on ‘Destination Broomhill’ centred on the following: greater use of social media by retailers, for example Ruth could organise training and website design: develop an information leaflet for shops with ‘offers’ from retailers. There had previously been a leaflet of this kind to which individual businesses had contributed £10.
* Existing Broomhill website to be checked. See the BANG website: <http://www.broomhillonline.org.uk/Community_Life/local_information/Shopping.html>
* Contacting all retailers by email would be useful. Emails of those present were noted. KO to check on other lists held by BBEST members. KO and RG to discuss mailing further. **Action**