

BRISTOL CITY CENTRE BID

# ANNUAL REPORT 2020/21

**B** BRISTOL CITY CENTRE  
Business  
Improvement  
District



# INTRODUCTION

As the Bristol City Centre BID's fourth year reaches a close, the resilience, adaptability and strength shown by every business affected by the pandemic - and we do mean every business - continues to astound us. Throughout the year, we have continued to keep our city safe, clean, and welcoming for everyone. The needs of you, our levy payers, are always at the front of our minds as we work alongside the council and police to ensure you receive the services and support you need.

At each stage of reopening, we have rolled out a new phase of our emotive Love Bristol campaign. Hearts in Parks, Love Songs to the City and Disco Balls have supported economic recovery and shone a spotlight on Bristol as a safe and welcoming place to work, study, live, and spend leisure time. These creative campaigns have achieved a remarkable reach of over 1 billion across broadcast, print and digital media.

Our TAP for Bristol initiative, supporting services to reduce street homelessness, continues to have a positive impact. It has now raised £47,000 since we launched it in September 2019, which has helped more than 300 individuals move away from a life on our city centre streets. Through our complementary work led by Natalie, our Streetwise Officer, supported by our full-time Police officer we have assisted more than 200 businesses to resolve street-based antisocial behaviour.

Tom and the rest of the dedicated City Centre BID cleansing team have delivered 6,200 hours of additional street cleansing and removed more than 1,200 unwanted tags from levy paying businesses' property this year. It is not sustainable for the city to suffer such a significant level of criminal damage from such a small number of people without mounting a cohesive partnership response. So, we are now working more closely with businesses and the council to ensure that this crime is effectively reported and tackled.

We have reduced our management and overhead expenditure by adopting a new financial model. The three city centre BIDs (Bristol City Centre, Broadmead, and Redcliffe & Temple) now share central costs. This means we're able to deliver our projects more cost-effectively while maintaining the highest possible standards.

In July 2021, Keith Rundle handed over the reins to me, Vicky Lee. As the new Head of the City Centre BID, I will take the business through the next year and into the renewal ballot in September 2022. Our priority for the year ahead will continue to be the recovery of the city centre, with an increased focus on encouraging people back into the city centre to work and visit. Our cleansing, safety and placemaking work are fundamental to this, along with enhanced investment in the build up to Christmas and the welcome return of our Bristol Light Festival.

Thank you to the hundreds of businesses who have engaged with us during this challenging year to ensure we remain focused on delivering for you, our levy payers.

VLee



**Vicky Lee**  
Head of City Centre BID



# GOVERNANCE

## GOVERNANCE & CURRENT MEMBERS

The BID has an Advisory Board that meets quarterly to oversee and monitor the strategic direction and financial management of the BID.

It is responsible for ensuring that the BID operates as part of a wider community and in the public interest. The Board represents the interests of all levy payers and advocates for them on strategic issues. It provides expert advice and guidance, establishes best practice, and agrees and monitors performance measures.

Representation on this Board is available to all levy payers and the allocation of seats is proportionate with the aggregated BID levy contribution of each business sector.

The day-to-day management of the City Centre BID is delegated to the Head of BID who submits a report and presentation at each Board meeting. The Bristol City Centre BID operates within the corporate governance structure of Visit West, a not-for-profit company limited by guarantee.



### CURRENT MEMBERS

James Woollam  
Hayes Parsons

Donald Miller  
Immediate Media

Mark Sheridan  
Sanderson Weatherall

Andy Pick  
KPMG

Helen McGee  
O2 Academy

Alex Gregory  
The Berkeley

Josh Harrison  
Wilko

Jacqui Goldstone  
Stanfords

Anna Farthing  
University Hospitals Bristol  
NHS Foundation Trust

Robert Cheeseman  
Avon & Somerset Constabulary

David Foley  
DJ Foley Property Consultants

Ella Charles  
Bristol Folk House

Trish Brown  
St George's Bristol

Matt Birch  
Bristol University

Councillor Farah Hussain  
Bristol City Council

### CO-OPTED MEMBERS

James Durie  
Business West

Keith Rundle  
Director of BIDs



**Keith Rundle**

Director of BIDs



**Vicky Lee**

Head of City Centre BID



**Francesca Inman**

Senior Project Manager



**Paula Ratcliffe**

Business Liaison Manager



**Beth Betts**

Marketing Manager



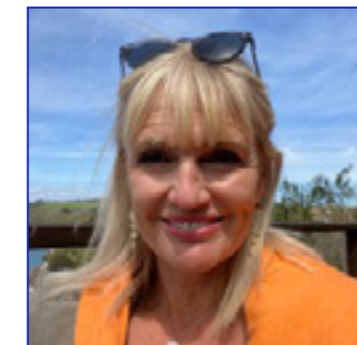
**Sabrina Shutter**

Project Manager



**Tom Swithinbank**

Project Manager



**Maria Crayton**

Comms and Marketing Consultant



**Natalie Hendy**

Streetwise Support Officer

### JOINING THE TEAM FOR THE YEAR 2021/22

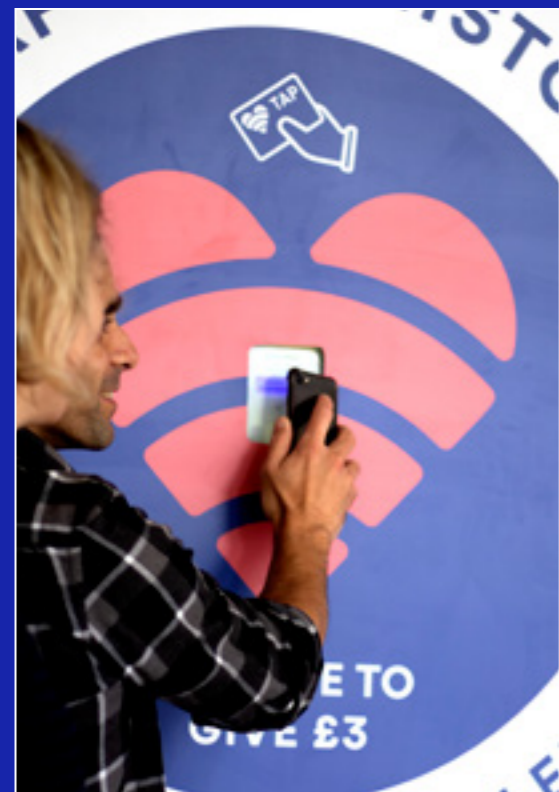
Louisa Briggs, Project Assistant, and Grace Bernard, Marketing Executive



# THE BID YEAR 2020/21

## STREET CLEANSING TEAM

Our rapid response Cleansing Team continues to react to levy payer requests and has raised cleanliness standards across the BID area as part of City Centre reopening preparations. The team operates seven-days-a-week, deep cleaning pavements, doorways, and business frontages using their two specialist vehicles: the Milk Float and a Street Washer. Over the last 12 months, the team has delivered 6,200 hours of additional cleansing, including the daily washing of more than 200 doorways and hotspots of bodily waste.



## TAP AND CARING IN BRISTOL

Donations made through TAP for Bristol, our fundraising initiative to address homelessness, meant we were able to provide £15,000 to our partner Caring in Bristol during 2020/21 to support their homelessness prevention work. This has been used to help those struggling with bills and rent payments throughout the pandemic. We've also provided £10,000 for emergency grants allocated through local mental health charity Second Step.

## WASTE

City Centre BID's preferential rates for BID levy payers with Veolia continues to be popular with levy payers. 472 accounts have been taken up since inception recycling 196 tons of waste in the past year. The savings for levy payers average 40% of their previous waste costs saving more than their BID levy from this service alone. By bringing so many businesses together in this way we have contributed to there being many fewer waste vehicle movements in the city centre contributing to improved air quality and reducing congestion.



## GREENING

Our planters have been given a wonderful refresh and repair to welcome workers and visitors back to the city centre, we have over 30 planters across the BID area hosted by businesses. Our Sustainability and Greening Project Manager is developing further initiatives such as introducing pocket parks and support for sustainable travel over the next 12 months.

## MOVEMENT AND INSIGHTS DATA

Our Movement and Insights data is licensed from Telefonica and VISA and provides quarterly updates on spend in the area by business sector as well as daily demographic insights on those using the city centre.

As the city begins to recover from the events of the past 18 months this data is key in understanding the recovery for each sector and who is and is not returning. An example of the insights we have is the quantifiable lack of people travelling into the city centre from areas between 10-50km outside the city centre. We have been engaging with the city council and others on how this could be addressed. In November 2021 we will begin to launch quarterly reports on this data for all levy payers as well as arranging presentations to key organisations to make best use of the data.





## BUSINESS LIAISON

During twelve months of uncertainty, our Business Liaison Manager, Paula, has been a critical source of advice and support for levy payers, responding to 382 requests for assistance. This has covered anything from government restrictions and grants to outdoor trading licences and the roadmap to reopening.

We engaged with businesses on photography to support reopening, as well as working with First Bus on their “Let’s get there together” campaign welcoming shoppers back to the city centre. In partnership with The Architecture Centre, we hosted a series of webinars in March and April focusing on technology trends and workspace design to help businesses adjust to new ways of office working.

Other events and training sessions hosted by the BID this year have included Counter Terrorism Training, Welfare & Vulnerability Engagement Training, and the Park Street/Queens Road Student Shopping event. Our focus groups covering Culture, Retail, Office, and Hospitality & Leisure sectors have enabled businesses to share their views on city centre issues and inform us of their specific requirements.



## BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

Our BCRP has grown this year, making it an even more effective network for tackling the specific crime types that affect our businesses, such as retail crime and antisocial behaviour. The partnership now includes 143 businesses across the Bristol City Centre, Redcliffe & Temple, and Broadmead BID areas, and our dedicated BCRP website will launch in October.

Our Data Sharing Agreement with the police will enable better exchange of intelligence, while the connections we have developed with national organisations will ensure Bristol is well informed of current business crimes, challenges, and trends nationwide. We have established a weekly BCRP newsletter to share intelligence on prolific offenders with our members, and we continue to refine our methods for circulating relevant information among specific business sectors.



## PURPLE FLAG AND SAFEGUARDING MARSHALS

The BID has continued to support the Purple Flag accreditation which the city centre has now held for more than a decade. This international award celebrates the safety and diversity of our night-time economy and offers reassurance to those planning a night out. Our Safeguarding Marshals provided more than 380 hours of patrol time between November 2020 and February 2021, ensuring business properties were secure overnight. The Safeguarding Marshals initiative is currently on pause following our recent review of its benefits.

## STREET PASTORS

This team of trained volunteers, funded by Bristol City Centre BID, resumed their Saturday night patrols in April following a break over the winter months. They are supporting the return of our night-time leisure and hospitality businesses by providing a helpful and reassuring on-street presence, offering practical assistance to those who become vulnerable during the night. Since April, they have carried out 12 patrols and helped 69 people, handing out 53 water bottles, 45 pairs of flip flops, and 116 lollypops. They also safely disposed of 1,067 glasses and bottles from our streets.



## STREETWISE SUPPORT OFFICER

We have continued to fund a Streetwise Intervention Officer dedicated to helping levy paying businesses address the street-based antisocial behaviour (ASB) affecting them. Since May 2020 our Officer has assisted 23 businesses with ASB issues and helped 123 clients access advice on housing, finances, and drug and alcohol harm reduction: 96 of those clients have since been successfully housed or returned to where they have a local connection.

## POLICE

We began funding a full-time Police Officer with Avon and Somerset Police Neighbourhood Team in June 2020. This additional role was solely for the benefit of levy payers and worked closely with us to tackle crime and antisocial behaviour within the BID area throughout the pandemic. Though our Officer has since moved on to Streetwise, we will be recruiting a new Police Officer or Police Community Support Officer in the autumn. Our fortnightly newsletter, written in collaboration with the police, reports on city centre crime and police activity, and has established itself as a valuable resource for levy payers.





**RADIOS AND DISC**

We have increased the number of radios in use, linking more levy payers with each other, the police, and the city council’s Operations Centre. The radio system is active both day and night as a fast, reliable way to communicate or raise the alarm for urgent assistance. It supports DiSC (Database & intranet for Safer Communities), a secure platform for our members to report incidents, raise instant alerts and share intelligence. These systems are part of the BID’s investment to help businesses stay better connected and informed for a safer city.



**GRAFFITI AND TAGGING**

In response to a significant increase in graffiti and tagging throughout 2020/21, we have been working with the council and police to identify key offenders and implement a coordinated plan to reduce this activity. Every month, our Cleansing Team removes more than 100 graffiti tags from business doors, walls, windows, and street furniture. Daily monitoring of the city allows them to ensure tags are removed quickly and thoroughly to reduce the likelihood of a repeat occurrence. We ensure the team is continually trained in the latest techniques and products to deliver the best service for levy payers.



**WATER SAFETY**

We commissioned and developed a new water safety campaign to highlight the dangers of the harbour water. It is part of our ongoing work with the Water Safety Partnership which includes Avon Fire and Rescue and the city council. Twenty-four eye-catching signs have been installed around the harbour edges within the BID area, accompanied by a compelling media campaign. Additional waterside signs will follow in locations specifically requested by our levy payers, as well as an evaluation to assess the campaign’s impact.

**BRISTOL ADVENT'URES**

We used our 2020 Christmas campaign to encourage support for local businesses and remind people to respect and protect each other and workers during tier 3 government restrictions. Bristol Advent’ures, our festive arts project, threw the spotlight on 24 iconic locations within the BID area, illuminating joyful Christmas lyrics at one location each evening from 1 December until Christmas Eve. The campaign achieved a reach of 631 million across broadcast, print and digital media.

**CHRISTMAS LIGHTS**

Every year from mid-November the BID delivers an extensive Christmas lights display across the city centre. Queens Road, Park Street, College Green, Old City, King Street, and Narrow Quay are illuminated beneath festoon lighting featuring more than 25,000 LEDs. This annual tradition enhances the area’s appeal as a festive break destination and makes it a more attractive choice for Christmas shopping and celebrations.





# LOVE BRISTOL

## THE PANDEMIC

This has been another challenging year with national lockdowns and the government’s tier system impacting business recovery.

Our marketing has focused on supporting levy payers and promoting the innovative ways Bristol businesses have been navigating through pandemic.

Following the government’s four-stage roadmap out of lockdown announcement in February 2021, the BID developed a new consumer marketing campaign.



## OUR CAMPAIGN STRATEGY

A multi-layered campaign was conceived to support the recovery of each business sector as it was permitted to reopen. We utilised our close connections with local partners including Visit Bristol, Business West, Cabot Circus and Broadmead BID to create a more collaborative, widespread campaign. Our goal was to attract people back into the city, feeling confident and safe as they reconnected with the Bristol experiences that three national lockdowns had put on hold. This was expressed through our #LoveBristol messaging, reflecting the collective emotional response to the staged release from lockdowns.



## HEARTS IN PARKS

On 12 April, as non-essential retail, hairdressers, spas and outdoor hospitality opened, we painted hundreds of socially distanced giant hearts in Bristol’s parks and in Broadmead. Innovative and impactful, this activity achieved a total reach of 31 million across broadcast, print and digital media. Reach was lower than expected, partly because the campaign coincided with a period of national mourning for Prince Philip, meaning media opportunities were reduced.’



## LOVE SONGS TO THE CITY

On 17 May, to support the reopening of restaurants, cafés, bars, pubs, theatres, museums, cinemas, gyms, and hotels, we revealed Love Songs to the City, oversized lyrics from 20 popular love songs suspended above the city centre streets. This supported our placemaking work, revitalising some of our shared spaces and enhancing the visitor experience.



## DISCO BALLS

With the removal of all restrictions confirmed for 19 July, we launched the latest phase of the Love Bristol campaign. Leading on from the Love Songs initiative, giant glitter balls were installed at Corn Street, King Street, St Nicholas Street, Harbourside and Frogmore Street. The intention was to bring sparkle back to the city, particularly for those businesses opening for the first time in 16 months. The Love Songs and Disco Balls activities had a combined reach of 620 million across broadcast, print and digital media.



## LOVE BRISTOL PRIDE

To support Bristol Pride in July, the BID painted rainbow Hearts in Parks on College Green. The Pride hearts were featured across many media outlets, showcasing Bristol’s diversity and inclusivity.



# MARKETING

## CHANGES TO THE TEAM

We secured additional resource for our marketing team, welcoming Beth Betts to the new role of Marketing Manager in August. Beth brings seven years of valuable experience to her role and represents all three Bristol BIDs (Bristol City Centre, Redcliffe & Temple, and Broadmead). Beth will be supported by newly appointed Grace Bernard, who joins us in October as Marketing Executive. Maria Crayton continues to provide valued marketing consultancy to the team.

## PR

Plaster Creative Communications, appointed in June 2020, continued to support the recovery strategy with a series of high-profile activities to engage the public, promote placemaking and increase our PR and social media reach.

## SOCIAL MEDIA ACHIEVEMENTS

We're pleased to report further growth in our social channels throughout 2020/21. Our new Marketing Executive will focus on boosting social engagement in the year ahead, prioritising content to support levy payers. We continue to work in collaboration with Visit Bristol on consumer campaigns.

## DIGITAL

The website continues to be our key communication channel for the BID, with analytics tracked and reported back to levy payers. We have appointed Fanatic Design to improve the navigation, user experience (UX) and search engine optimisation (SEO). Our new site will go live in December.

## AWARD-WINNING WORK



DRUM PR AWARDS SEPTEMBER 2021  
 'Best response to change' Award Winner



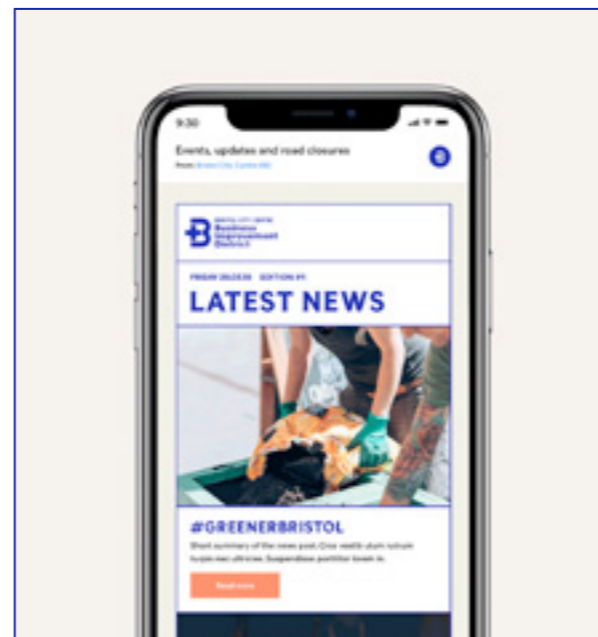
FIELD MARKETING AWARDS 2020  
 Winner, Gold



CAMPAIGN EXPERIENCE AWARDS 2020  
 Shortlisted



BRISTOL LIFE AWARDS SEPTEMBER 2021  
 Shortlisted



MARKETING IN NUMBERS	
<p><b>WINNER OF THE DRUM AWARDS 'BEST RESPONSE TO CHANGE'</b></p>	<p><b>OVER 1 BILLION TOTAL REACH OF 2021 LOVE BRISTOL CAMPAIGN</b></p>
<p><b>INSTAGRAM FOLLOWERS +62%</b></p>	<p><b>FACEBOOK LIKES +24%</b></p>
<p><b>TWITTER FOLLOWERS +5%</b></p>	<p><b>LINKEDIN PAGE LIKES +109%</b></p>
<p><b>OVER 2 MILLION VIEWS OF OUR LEVY PAYER PHOTOGRAPHY ON GOOGLE MAPS</b></p>	<p><b>177 ITEMS OF LOCAL AND NATIONAL BROADCAST AND PRINT COVERAGE</b>                      via BBC, ITV, The Guardian, Heart FM, The Telegraph, The Daily Mail and more</p>



# REVIEW

## INDEPENDENT OPERATIONAL REVIEW

We commissioned a leading, Bristol based expert in placemaking, and a member of the High Streets Task Force to undertake an independent review of the City Centre BID's performance during its first term.

The work was conducted in June and July of 2021, and many of its recommendations are already being implemented. Several other recommendations will be used to form the basis for deliberations on priorities for the BID's second term as we head into our renewal year.

Encouragingly, its findings suggested that 76% of levy payers intended to vote in favour of a second term. The research also identified the City Centre BID as one of the country's leading BIDs in placemaking initiatives, particularly of those that are in their first term.

A number of the projects and services delivered by the BID were highlighted, with some qualifying for inclusion in the BID Foundation's best practice guide.



### STREETWISE OFFICER AND TAP FOR BRISTOL

"Natalie Hendy, the Streetwise Officer, has developed good relationships with the hospitality sector and the street population.

"...the donation terminals also provide a focus for attention in a city with a high level of homelessness and aims to reflect the brand values of a city that is innovative and socially aware."

### HEARTS IN PARKS

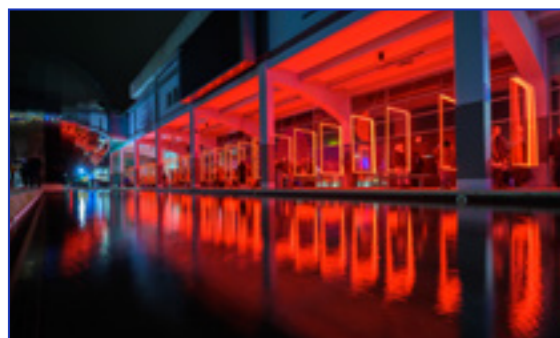
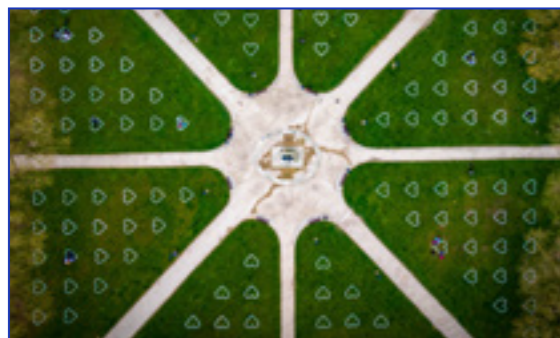
"[Hearts in Parks] to encourage safe social distancing was nationally recognised and innovative.

"It was planned quickly and efficiently and demonstrated innovation through the positive messaging in the campaign that accompanied it."

### BRISTOL LIGHT FESTIVAL 2020

"The scale and ambition of the Bristol City Centre BID's first ever light festival was impressive. The light festival excelled not only in its scale, eliciting 100,000 interactions in the quietest trading period in the Bristol calendar, but also in its approach to local artist and event producer procurement and impact assessment."

The full report is available to read on [bristolcitycentrebid.co.uk/resources](http://bristolcitycentrebid.co.uk/resources)



# PLANS FOR 2021 & 2022

The recovery of the city centre continues to be our priority for the year ahead, with an increased focus on encouraging people back into the centre to work and visit.

As our renewal year gets underway, we'll be working hard to ensure that plans and priorities for a second term reflect what matters most to you, our levy payers.

### BRISTOL LIGHT FESTIVAL

The Bristol Light Festival will make a welcome return in February 2022. This impressive series of illuminated artworks brings light to the city at a traditionally dark time of year.

The Light Festival is a key part of our partnership recovery plan, supporting businesses while promoting Bristol city centre as a positive and welcoming place in which to work and spend leisure time.



### CHRISTMAS 2021

We have invested in a new scheme for Park Street as part of the 2021 Christmas lights. This new display features wonderful festive spheres which will span the length of the street.

### SAFETY

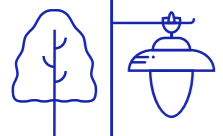
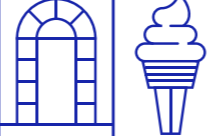




Improving women's safety and raising awareness about drink spiking will be the focus for our safety work in the coming months.


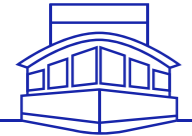



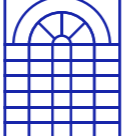



We are launching a new partnership with Avon and Somerset Police, and Bristol City Council to deliver an additional campaign with Bristol Rules to support venues and to keep customers safe.

Keith Rundle is now the Director of BIDs for Destination Bristol/Visit West. This newly created post provides strategic oversight for the City Centre, Broadmead and Redcliffe and Temple BIDs and will deliver effective representation of Bristol's business community at a city and regional level.



## BID IN NUMBERS

 <b>SAVINGS OF OVER £20,000</b> FOR LEVY PAYERS ON OUR RADIO SAFETY SCHEME	 <b>6</b> MAJOR #LOVEBRISTOL PLACE MARKETING CAMPAIGNS FOR SAFELY REOPENING THE CITY	
 <b>OUR DEDICATED STREETWISE OFFICER HELPED 30+ PEOPLE TO A LIFE OFF THE STREETS</b>	 <b>6,200</b> HOURS OF SPECIALIST CLEANSING	
 <b>1,200</b> TAGS REMOVED FROM STREETS AND BUSINESSES	 GENERATED ADDITIONAL INCOME OF <b>£43,600</b> TO SUPPORT REOPENING	
<b>25,000</b> LED CHRISTMAS LIGHTS	<b>24</b> FESTIVE PROJECTIONS WITH A REACH OF 2.4 MILLION	<b>5</b> SECTOR FOCUS GROUPS
8000 DONATIONS TO TAP FOR BRISTOL, RAISING £24,000 AND SUPPORTING OVER 300 INDIVIDUALS AT RISK OF HOMELESSNESS OR NEEDING EMERGENCY SUPPORT		OUR DEDICATED POLICE OFFICER ASSISTED 200+ BUSINESSES TO RESOLVE STREET-BASED ANTI-SOCIAL BEHAVIOUR

# INCOME & EXPENDITURE

2020/2021 CITY CENTRE BID INCOME	YEAR 2020 / 2021	PROSPECTUS
BID Levy	£766,220	£1,152,000
Other Income	£43,600	£60,000
C/F	£61,502	
<b>Total</b>	<b>£871,322</b>	<b>£1,212,000</b>
EXPENDITURE 2021 / 2022	ACTUAL	
Improving the welcome	£178,086	£200,000
Improving the look and feel	£186,401	£193,000
Improving safety	£110,349	£235,000
Promoting success	£175,703	£182,000
Acting in your best interest	£83,492	£125,000
Management and overheads	£136,759	£182,000
Contingency		£95,000
<b>Total</b>	<b>£870,790</b>	<b>£1,212,000</b>



