



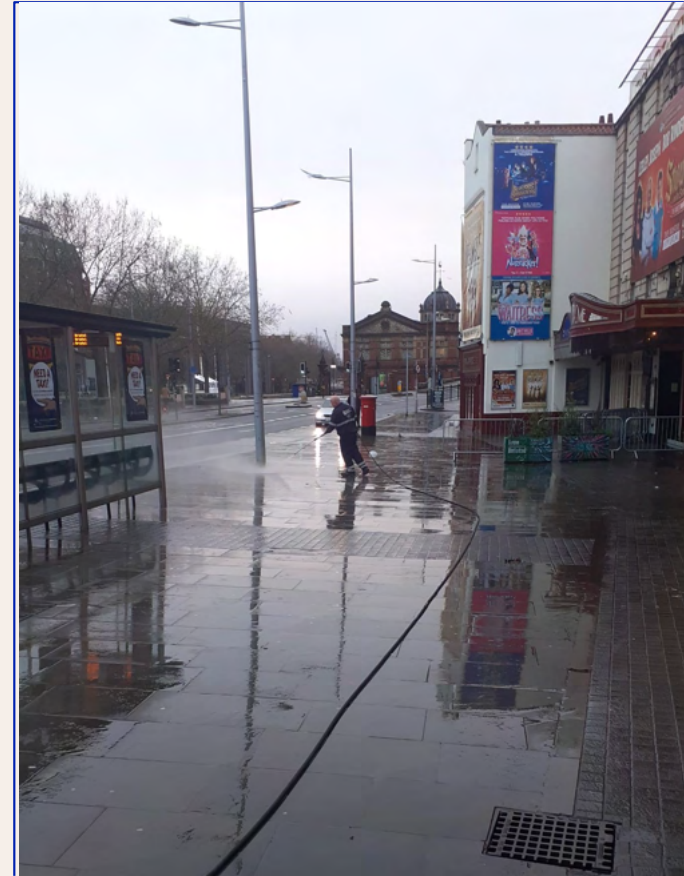
PERFORMANCE REPORT

October to December 2021

WELCOME AND FEEL

CLEANSING

- Core cleansing services are carried out seven days a week for Bristol City Centre. As well as core services, the team are tasked with a methodical approach to deep clean walls, pavements and doorways.
- With the students returning and Christmas get-togethers, we have seen an increase in overnight activity which has led to high amounts of litter and doorway mess and increased demand on pavement washing.
- **October:** The team deep cleaned Queens Road including the area outside Beacon House which is a busy nightlife and student spot.
- **November:** The team conducted a deep clean on Park Street ready to welcome Christmas shoppers.
- **December:** Deep cleaning of the pedestrian areas around the Bristol Hippodrome and local hospitality businesses ready to welcome panto and theatre visitors.
- Our pavement washer has provided over 750 miles of cleansing services in the past 10 weeks.
- Monthly reports continue to be shared with levy payers via the newsletter.



GRAFFITI REMOVAL

- We have seen an enormous increase of graffiti and tagging. In November we had the highest monthly amount this year.
- The team are working very hard to carry out removal of unwanted graffiti promptly and efficiently, ensuring that levy payers building facades and windows next to street furniture and other general locations are restored back to a clear state.
- Throughout the period October to December the team saw a notable increase in the amount of tagging and to date have removed over 700 tags from over 300 locations.
 - **October:** 176 individual items graffiti were removed from 105 locations
 - **November:** 228 individual items graffiti were removed from 156 locations
 - **December:** 214 individual items graffiti were removed from 115 locations
- We continue to proactively identify and remove items of graffiti as well as responding promptly to levy payer requests for removal of items on their premises.
- The cleansing team continue to utilise their skills and training in the removal of graffiti, using chemicals and specialist equipment to remove stubborn graffiti and use products to help reduce the risk of repeat tagging in certain areas.
- We are actively encouraging businesses to report any graffiti or tagging to the police to identify repeat or substantial issues of graffiti in key locations. Thanks to this work and our partnerships with city centre organisations there have been a number of arrests related to ASB.



TAP FOR BRISTOL

- The total raised to date:
 - **£51,612** contactless through TAP for Bristol devices.
 - **£2,706** Just Giving page
 - **£250** Single direct donation
 - **Total £54,568 (as at 30/12/2021)**
- Currently there are 23 active donation points – 7 countertop devices, 16 window devices and an online Just Giving page. 7 of these units are within the Redcliffe & Temple BID area.
- These have raised as follows:
 - October **£1,895**
 - November **£2,522**
 - December **£2,073 (as at 30/12/2021)**
- The monthly average in 2021 (for contactless points) is £1,690 (£1,872 in 2020).
- Our fifth round of Grant Funding has been received by Caring in Bristol with the £10,000 being divided equally between the Homelessness Prevention & Support Project and the Caring at Christmas Project which provides a day centre, hot food and support over the Christmas period.



BRISTOL LIGHT FESTIVAL

- The 2022 programme is in final development and can be viewed [here](#)
- It includes: 14 commissions / 24 artists / 19 South West based artists / 50/50 gender split / 9 new artworks / 4 new site-responsive adaptations of existing artworks / 5 additional works shown in Bristol for the first time
- Dates 1st to 6th March 5pm to 10pm daily. As appropriate a COVID plan will be developed and delivered to ensure a safe a responsible Festival.
- The Festival has successfully secured an Arts Council England grant of £71,250 for the 2022 edition.
- This funding will support the development and delivery of five new daytime/ sustainable artworks. Two of which will be delivered at the 2022 Festival with the remaining three to be developed and delivered in the summer of 2022.
- Other partners include Cabot Circus and Redcliffe and Temple BID. We are also in final discussions with Bristol City Council to match fund the ACE programme.



GREENING

- All the planters have now been painted and replanted.
- The 'Incredible Edible' boards have been removed and replaced with a 'Love Bristol' stencil.
- A local qualified gardener has chosen and planted plants more suited to the local environments with an emphasis on longevity and limited maintenance requirements.
- In January a bi monthly maintenance regime will commence to keep the planters to a high standard.
- Tom is currently seeking further opportunities to add greenery to the city centre. Current priority locations include a significant project with the UHBW to transform Marlborough Hill steps, see [example outline proposal](#).
- A large empty tree pit on Baldwin Street is also being explored as an area to improve with planting.



SAFETY

THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- The BCRP spans across the City Centre, Redcliffe and Temple and Broadmead BIDS. It also covers The Galleries and Cabot Circus.
- The website for the BCRP is now live and showcases the recent projects and resources for the BCRP members. <https://bristolbcrp.org/>
- Radio and DiSC system handbooks have been completed and are on the website available to download.
- The data sharing agreement between Avon and Somerset Police and the BCRP is complete.
- We are now working with the Chief Inspector at Avon and Somerset police to work on linking DiSC to the 101 crime reporting system (NICHE) which is the database the police use to record crime data
- The BCRP Advisory board continues to meet once a month to discuss safety issues within the city.
- Retail security meetings continue to occur regularly and cover the three BID areas.
- We have commissioned the British Association of Bars and Restaurants, Bars & Independents (BARBI) with training BCRP members in the City Centre on DiSC and the radio system
- The BCRP will have an official launch in February, new member businesses will be provided with membership packs, a radio and access to DiSC.

BRISTOL'S BUSINESS CRIME REDUCTION PARTNERSHIP

The BCRP brings together BIDs, Businesses, the local authority, and the police to reduce crime and its impact

TOGETHER WE'RE MAKING BRISTOL A SAFER AND MORE WELCOMING CITY FOR EVERYONE.

The BCRP is now active across three of Bristol's BIDs: Bristol City Centre, Redcliffe & Temple, and Broadmead. It was established in 2019 as a development of the long-running Crime Reduction Partnership led by Broadmead Business Improvement District (BID).

[Our Projects](#)[About BCRP >](#)

STREETWISE

- CPWS Served = 8
- CPN Served = 3
- CBO application Granted =2
- 2 civil injunctions granted
- Nat our Streetwise Officer has left the team as of 22nd December
- The new post have gone out for advertisement, and we will get a new recruit in the New Year
- Nat will be covering intermittently until the new post holder is recruited
- The police now have two officers that deal with the Streetwise work and they are based near Unity Street so are nearly always available if issues occur.



Dedicated PCSO

POLICING

- Our new dedicated PCSO Nathaniel Naylor joined the team on the 1st December.
- Nat is here to support levy paying businesses with issues they may be facing such from anti-social behaviour and shop theft.
- He has engaged with 40 business already and is eager to meet with many more.
- If you wish to contact Nat his number is 07761405753 or you can contact him on police@bristolcitycentrebid.co.uk / 9486@avonandsomerset.police.uk
- He has been working on reducing shoplifting around the Park Street/Queens Road area by engaging with businesses and being proactively visible.
- He is also looking into the graffiti issues within the City Centre.
- Nat has already received lots of positive feedback from levy payers and is very supportive of the BIDS aims and objectives surrounding safety.
- There has been an application for an official police officer to join the BID. A formal conversation will take place in January.



NIGHT TIME AND PURPLE FLAG

- The street pastors are now back out in full force every Saturday evening 10pm-3am and send over a weekly report.
- The new radio system and supporting intelligence platform continues to see engagement with our levy paying businesses:
 - Radios out as of **21.12.2021**
 - Signed up to DiSC as of **21.12.2021**
 - **We will be still encouraging all those that have a radio to sign up to DiSC**
- In collaboration with Avon and Somerset police, we have now created 40 issues of the police activity newsletter - [Click here to view all newsletters](#)
- Purple Flag - Meetings have reconvened – we did a walk around in November and we are currently working with the Council to pull together data for the assessment. There will be another walk around in January before the assessment goes ahead.



WATER SAFETY CAMPAIGN

- The campaign will be refreshed in the New Year, to continue awareness of the hazards associated with water.
- Over 30 signs have been positioned around vulnerable locations near the river and highlight the risk that the water can pose, such as temperature, water quality and submerged objects.
- You can find out more here: <https://bristolcitycentrebid.co.uk/project/bristol-joins-forces-to-promote-harbour-safety/>
- During December the signs have been quality checked for graffiti or damage. Some repairs have been made to a few signs that have been damaged since their original installation
- Flyers have also been distributed around venues near the harbour areas to raise awareness over Christmas and the New Year



DRINK SPIKING

- We partnered with Bristol Nights, Avon and Somerset Police and Bristol City Council to raise awareness and tackle drink spiking in Bristol Venues.
- Over 150 venues are participating in the initiative
- We have currently given out 316 kits.
- Venues are provided with Drink Spiking Testing Kits, a procedure guide to train bar and security staff and posters to be put on display
- There is a clear process for venues to follow to keep their customers safe.
- There have been increases in the number of people reporting and testing taking place, this was a key aim of the campaign. A number of arrests have also been made as a result of this
- Received an overwhelmingly positive response from venues and members of the public. The campaign has also been nationally recognised, and the procedures have influenced national police policy.

STOP SPIKING

Drink spiking carries a maximum sentence of 10 years in prison.

Together we can stamp out drink spiking in Bristol.

BUSINESS LIAISON

DIRECT B2B CONTACT

October to December: **130** email requests for assistance received from levy payers ranging from assistance with **graffiti removal & waste collection** to requests for **promotional activity** or advice on **grants and restrictions**. We continued to disseminate important information and reply to queries regarding **protest activity, government support, Clean Air Zone proposals and street maintenance** to all levy paying businesses and actively engaged with businesses to **highlight BID services** ensuring that they were aware of the availability of the **Welcome Back Fund**, encouraged to participate in the **Christmas Shopping** events and/or involved in the discussions surrounding the **maintenance of Park Street** or the proposed future **traffic restrictions**.

24 levy paying businesses signed new/renewal **Graffiti Indemnity Forms**

5 new levy payers welcomed to the area

16 businesses highlighted offers for Christmas Shopping Monday events

40 registered for online meetings/webinars



DIRECT MEETINGS AND EMAIL CAMPAIGNS

- **1 King Street Collective** meeting
- **3 Park Street Re-surfacing** meeting
- **28** Individual business meetings
- **3 Park Street/Queens Road** Traffic Restrictions meetings
- **20 email campaigns** to defined levy payer groups including:
 - Road closure information (various)
 - Retail Security
 - Park Street re-surfacing
 - Protest Activity (various)
 - Hospitality & Leisure #businessbooster campaign and SSP Rebate scheme
 - Business Support & Grants
 - Park Street/Queens Road traffic restrictions proposal



**“Thank you so much for taking the lead on this and raising
awareness”**

Debbie Wiltshire CassArt

**“If this goes ahead this store will close and 5 people will be out of
work”**

Anonymous Park Street/Queens Road Trader

SURVEY RESULTS

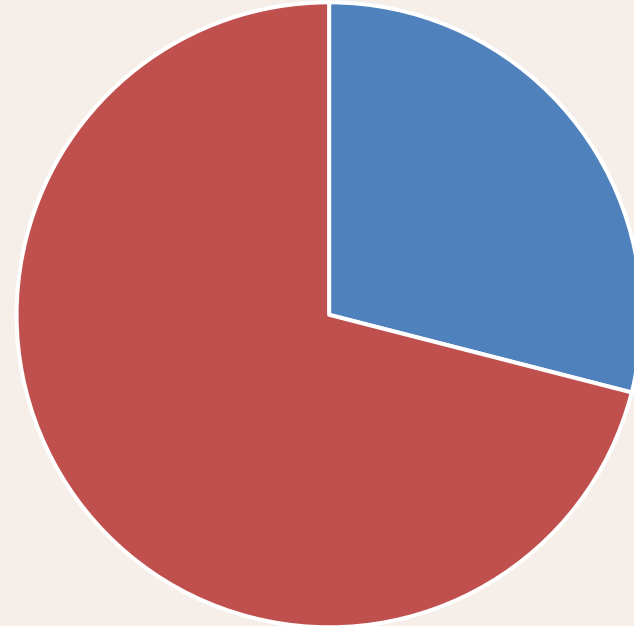
A37/A4108 PROPOSAL

- Concerns from traders regarding proposals to restrict Park St traffic
- Advice sought from consultant (Clifton pedestrianisation scheme)
- BID must correctly represent its levy payers and therefore a survey designed to assess perceived impact on businesses and individuals

Of the 33 responses received to-date (survey planned to close early Jan 2022), highlights are:

- 64% feel that they will be directly impacted
- 72% fear for the increased pollution around the hospital area
- Over 50% feel the proposal will adversely impact waste collections and access for loading/unloading
- Over 52% have commented that it will increase journey time and make the city centre less appealing to shoppers.
- 24% agree that it will encourage more sustainable travel around the city centre
- 20% feel it will be beneficial for those with mobility issues
- 24% agree that the widened pavements and added greenery will encourage shoppers to spend more time in the area.
- 71% are against the proposals

Park St Traffic Restrictions



■ Yes ■ No

PARK ST. PAVEMENT RE-SURFACING WORKS

- Original schedule for works to start 1st November 2021 through to June 2022
- Traders were complaining of lack of information from BCC and concerns regarding the impact on trading through the festive season
- Meetings set up with traders, BCC Project Managers and maintenance contractors, to highlight these concerns and advocate on behalf of the affected businesses.
- Bristol City Council agreed to revise the schedule and works will now commence on 5th January, thereby avoiding the busiest trading season of the year.



MOVEMENT AND SPEND DATA

November insights:

- Decrease of 31% in monthly footfall at Pero's Bridge and Park Street compared to October.
- Decrease in the proportion of very high spend power visitors. A higher proportion of first-time arrivals at peak hours.
- The top 3 local authority home locations of the visitors sighted are: City of Bristol (37%), South Gloucestershire (15%) and North Somerset (10%).
- Trips from over 50 km represent 18% of the visits (24% in October). Trips within 10 km represent 61% (55% in October).
- Visa spend in BS1,BS2 and BS8 physical merchants represents £250m in 21Q2 (£219m in 21Q2).
- Visa offline spend from BS1,BS2,BS8 residents represents £212m (£201m in 21Q2).
- Visa online spend from BS1,BS2,BS8 residents represents £255m in 21Q2 (£314m in 21Q2).
- Q3 decline in proportion of online spend compared to Q2. Waiting figures for December for further analysis.



DR BIKE TRIAL - BRISTOL BEACON

- 'Dr Bike' Bike Maintenance session held at Bristol Beacon, 15th November
- Seven bikes serviced during this trial event
- Mechanic provided by local charity Life Cycle UK
- Plan to deliver monthly sessions in 2022 maintaining 10 bikes per session
- Next sessions: Jan 17th and Feb 15th
- Thank you to the Bristol Beacon for hosting
- The Redcliffe & Temple BID have found this to be an effective way to engage levy payers, we expect this to be the case for the City Centre BID too.



MARKETING

Q4 Summary

MARKETING

Something Special from Somewhere Special – 15 Nov – 31 Dec

We ran a video ad campaign designed to highlight the city centre as a thriving shopping district, aiming to drive footfall, and weighted towards key dates in the Christmas calendar. From 15 Nov - 23 Dec we reached 410k people 3.4 times each, which gives us 1,428,655 impressions and means we have reached the majority of Bristol's population multiple times.

Visit Bristol Partnership – Nov – Dec

We have been a partner of Visit Bristol for their Merry Bristmas campaign. This included presenting our Christmas Adventures campaign to the media at the Merry Bristmas launch event. We also took over Visit Bristol's Instagram account on one of our Shopping Monday events, generating 110k reach across 2 posts and 66 stories, generating 764 likes and around 100 follows to our own Instagram account.

Bristol 24/7 Partnership – Dec

We sponsored a series of seasonal articles on Bristol 24/7, centred around food, drink, retail and activities at our levy payers this winter. You can [find the articles here](#).



17 November – 28 December

CHRISTMAS ADVENTURES

Christmas Adventures was our festive light trail, projecting a selection of popular Christmas lyrics and phrases onto iconic buildings across the city centre.

The project invited people to explore the city during the festive season with their family, friends and colleagues. Whilst on the trail, we encouraged people to support local businesses by stopping off for food, drinks and Christmas shopping along the way.

This was our second time running this project after the success of the 2020 campaign despite a national lockdown. This year, in partnership with Redcliffe & Temple BID, we expanded the trail to 24 locations, covering a wider area and attracting a new audience.

Marketing

- 4476 views on website page (BCC + R&T) with an average read time of 2 mins 16 seconds. Main sources of traffic were Visit Bristol, Bristol 24/7 and social media
- 27 pieces of online, print and broadcast coverage with a reach of 17 million
- Social media reach of 1.7 million across BID and partner channels



Something Special from Somewhere Special

CHRISTMAS SHOPPING MONDAYS

On 15 and 29 November and 13 December we ran three Shopping Monday events, encouraging people to visit Park Street and Queens Road on a typically quieter day.

16 retailers and hospitality businesses took part with exclusive in-store offers which we promoted across our website, organic and paid social media, and event listings.

Local choirs and circus performers roamed the streets bringing smiles to shoppers and shop staff.

The event on 13 December was supported by the Welcome Back Fund from the European Union Regional Development Fund, HM Government and Bristol City Council.

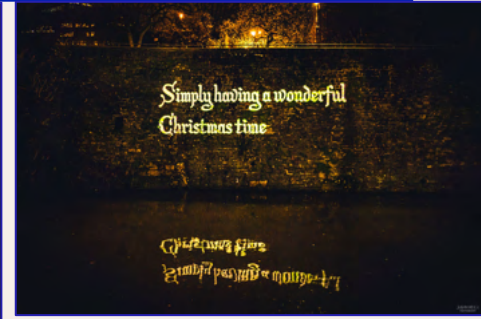
Marketing

- 851 views on our website page with an average read time of 1 min 32 seconds
- Total reach of almost 25k across posts and stories on the BID's social channels
- We took over Visit Bristol's Instagram account on 29th November and had 86k views of our stories, and a total reach of 110k



In Photos

MARKETING

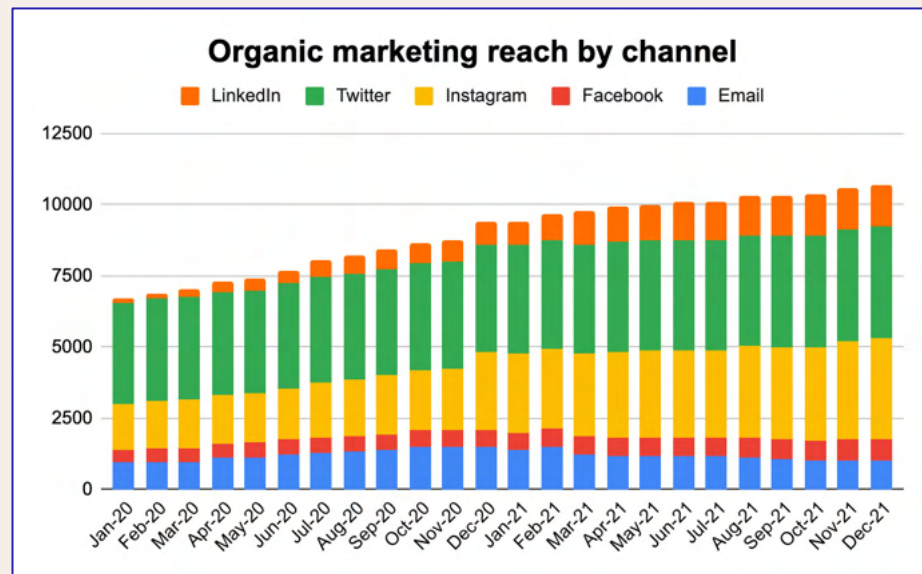


Analytics

ORGANIC CHANNELS

Instagram (+8.34%), Facebook (+4.99%) and LinkedIn (+3.74%) are our highest growing channels this quarter.

Instagram had a boost thanks to our Visit Bristol Instagram takeover in November where we shared feed posts and stories to Visit Bristol's 70k followers.



Analytics

WEBSITE

Website traffic has seen a huge YoY increase of 197% in Q4, with stats taken up to 22nd December 2021.

This will have been, in part, due to directing more of our Christmas Adventures campaign traffic to our own website this year, rather than all to Visit Bristol as last year.

Aside from Direct, Referrals are our biggest source of traffic this quarter, with the top referrers being Visit Bristol (we are a Merry Bristmas partner), Bristol 24/7 (through our Christmas content partnership), and Linktree (Instagram bio link clicks).

Our new website, with increased functionality and flexibility, will be launching in Q1 2022.

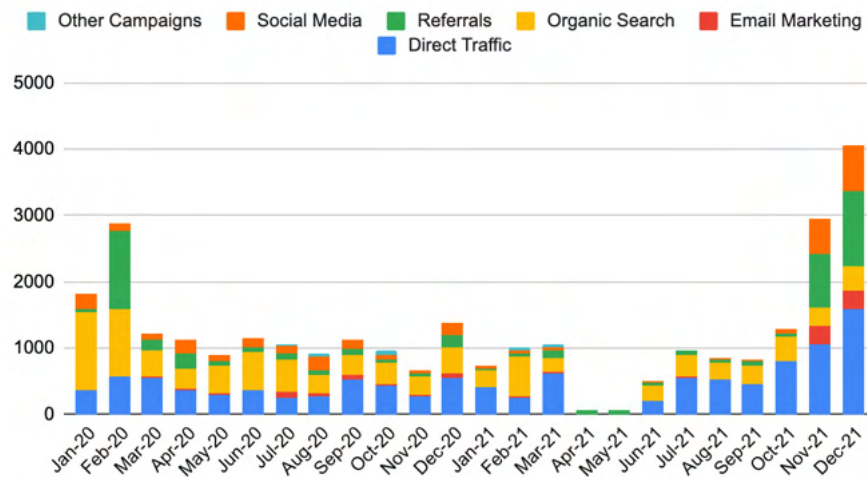
Definitions

Website users: This shows the number individual users who have visited your website. A 'session' shows the set of interactions, such as page visits, a user makes on your website, so sessions are always higher than users

Organic search: Words typed into a search engine like Google or Bing create an organic search query

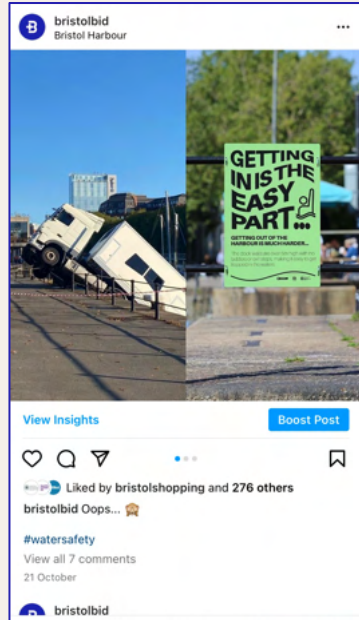
Referrals: The users who arrive at your website via another site like a partner or news website which has linked to you

Website users by channel

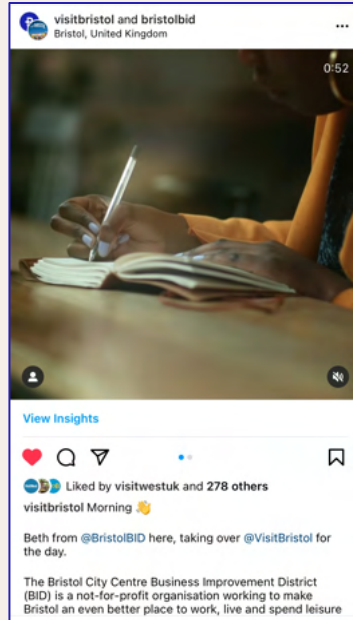


Social Media

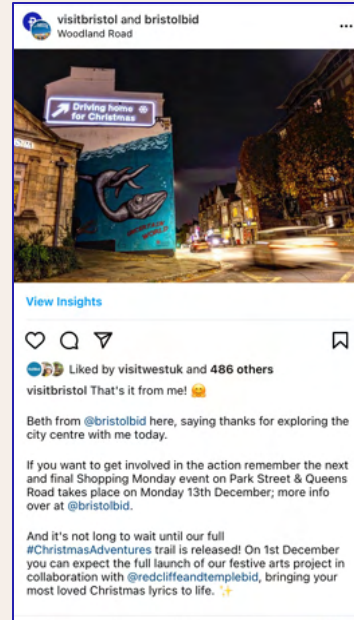
BEST PERFORMING POSTS



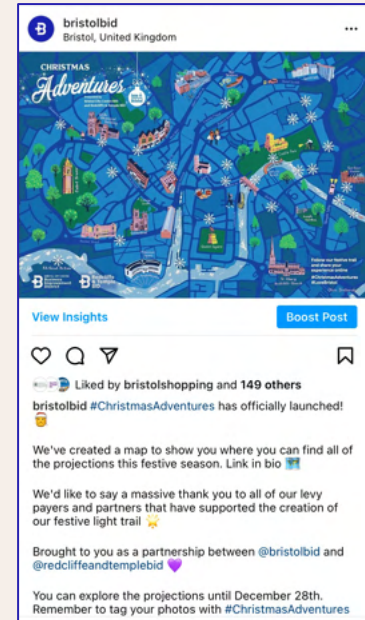
Likes: 277
Reach: 2,447
Engagements: 296



Likes: 279
Reach: 9,927
Engagements: 300



Likes: 487
Reach: 14,456
Engagements: 496



Likes: 150
Reach: 2,161
Engagements: 256



THANK YOU