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SUMMARY

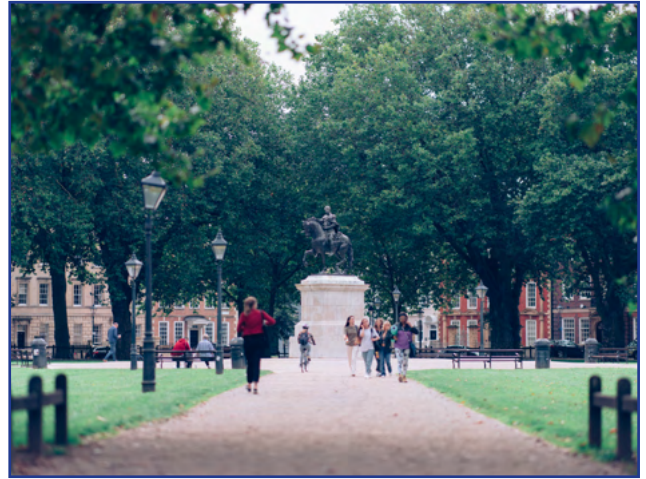
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**Bristol City Centre Business Improvement District (BID) is a collaboration of 760 businesses working together to make Bristol a safe and better place for everyone who works, lives and visits the city.**

Mandated in 2017 and now approaching its fourth year, the BID is focused on supporting its levy payers and ensuring the city centre is safer, cleaner, more attractive and welcoming.

Bristol City Centre BID is one of five BIDs in Bristol and over 300 in the United Kingdom.

Nationally BIDs generate over £750million which is invested in delivering local initiatives and improvements above those mandated by local authorities.



# OUR COMMITMENT

All levy paying organisations and businesses have experienced enormous disruption during this year. From the outset of the COVID-19 crisis the City Centre BID has worked to provide positive, helpful advice and guidance on responding to the crisis for those levy payers needing help and support.

The sole test in our work is, and will remain: 'How does this support our levy payers?'

We will always be open, transparent and proactive whilst positively promoting and supporting our city. This has always been our ethos and it remains at the heart of all we do especially in helping those most in need.

There are specific sectors that are suffering significant harm as this public health crisis continues. If you are one of those businesses or organisations please get in touch as soon as you receive the 2020/21 City Centre BID invoice and we will be pleased to discuss more flexible payment of the mandatory BID levy.

# GOVERNANCE

The Bristol City Centre BID has an Advisory Board drawn from its levy payers which:

- Oversees and monitors strategic direction and financial management of the BID
- Ensures the BID operates in accordance with its business plan
- Represents the interests of all levy payers and advocates for them on strategic issues
- Provides expert advice and guidance, establishes best practice and agrees and monitors performance measures

The Advisory Board meets quarterly and membership is available to all levy payers. Allocation of seats is proportionate with the aggregated BID levy contribution of each business sector.

## CURRENT MEMBERS

James Woollam Hayes Parsons (Chair)	Councillor Kye Dudd Bristol City Council	Matt Birch University of Bristol
Mark Sheridan Sanderson Weatherall	Ben Phillips The Bristol Hippodrome	Paul Kemp The Crown
Andy Pick KPMG	John Hirst Destination Bristol	Donald Millar Immediate Media
Helen McGee O2 Academy	Josh Harrison Wilko	Alex Gregory The Berkeley
Mark Runacres Avon & Somerset Police	Anna Farthing UHBW NHS Foundation Trust	Jacqui Goldstone Stanford's





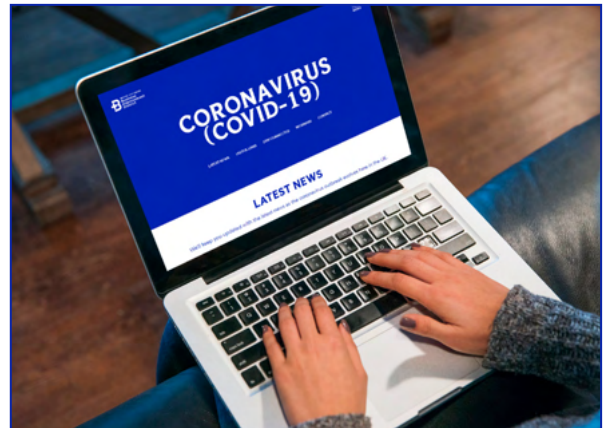
# LOCKDOWN

As lockdown hit, Bristol City Centre BID adapted to respond to requests from levy payers and their changing needs.

## WELL INFORMED

A new COVID-19 hub provided up-to-date information, latest news, useful links, and a learning portal with access to free online courses. This continues to be updated as guidance changes. The recordings of our well-attended programme of 18 webinars are still available to [download here](#).

The team engaged with many levy payers throughout lockdown to identify and share best practice and advise on the latest guidance.

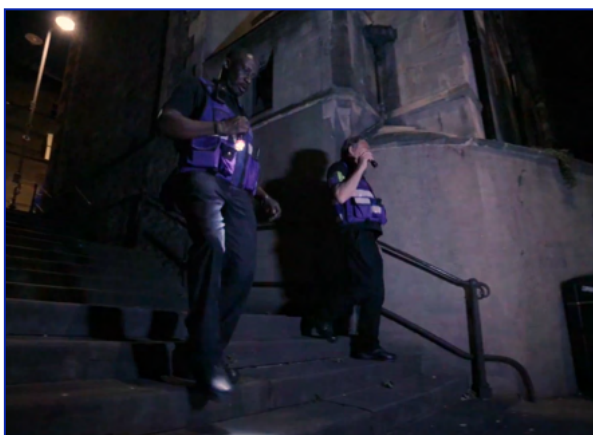


[Read about our continued engagement on page 11](#)

## CLEAN

We immediately increased our disinfecting of high-contact locations to mitigate the risk of COVID-19 transmission. This quick response attracted national media interest and ensured Bristol city centre was highlighted to the Government for its safe management of public spaces. Deep cleaning and removal of tags continued to ensure the city was ready for when businesses returned.

[Jump to page 10 to read more about our cleansing activity](#)



## SAFE & SECURE

During lockdown, we increased the patrol time of our Safeguarding Marshals to include the monitoring of unoccupied property across the BID area. They continue to patrol the City Centre BID streets from 10pm to 4am, reporting suspicious activity to the police and sharing photos to provide reassurance to property owners.

[Read about our safety projects on page 8](#)



## PREPARED

Throughout lockdown, our Project Manager Fran cycled over 10 miles a day around the Bristol City Centre BID area. This ensured that our activity was focussed on keeping the city prepared for businesses to reopen and the public to return.

[Click here to watch the 'BID by Bike' video](#)



## CARE

Through TAP for Bristol, we supported homelessness interventions in Bristol during the lockdown. We used £5,000 of TAP for Bristol donations to support 50 individuals into new accommodation and £5,000 to Caring in Bristol for their pioneering work on homelessness prevention. The initiative continued to receive support throughout the lockdown period with donations totalling an impressive £9,000 from March to July.

[Find out more about TAP for Bristol on page 9](#)





# REOPENING

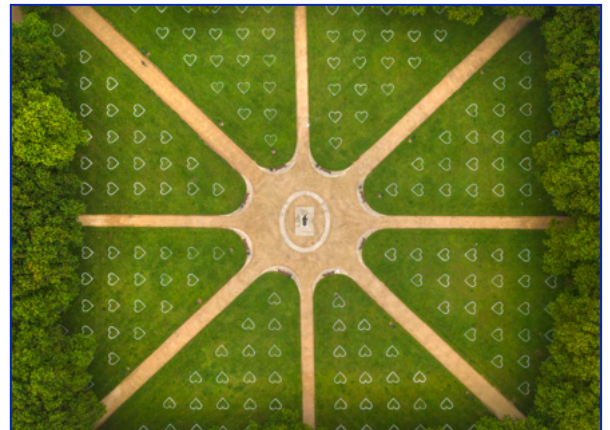
As government guidance around reopening changes, we adapt and respond so that we are able to best support all businesses.

## BRISTOL TOGETHER. SAFELY REOPENING OUR CITY.

Giving people the confidence to return to the city centre is critical for the safe and successful reopening. We initiated and brought together a city-wide marketing campaign called 'Bristol together' which continues to support business recovery by promoting the safety and welcome of our area.

The first iteration of the campaign was the socially distanced hearts in the city centre's open spaces. These were fantastically popular and well-used by Bristolians, supported by a PR campaign that reached 61 million people worldwide.

[Read more about the campaign on page 14](#)



## CONTINUED SUPPORT

We are engaging daily with our levy payers ensuring they are aware of any events that may affect the running of the city centre, from road closures to public protests.

We are closely engaged in representing the interests of businesses to the city council as they continue to respond to the pandemic.

We are also backing a number of nationwide campaigns to support businesses through this tough time, including #RaiseTheBar, #NoMoreNoShows and #CancelTheCurfew.



## RESPONDING QUICKLY

We continue to work with city partners to resolve problems such as waste, lighting and graffiti. We meet with them each week to identify and resolve issues in the city centre. For example, we worked closely with the Big Tidy initiative to remove the tags that blighted the buildings in our area ready for reopening.

## MAKING IT SAFER

Our Streetwise Officer, Natalie Hendy, is out everyday tackling drug use, begging and other forms of anti-social behaviour.

Our new funded Police Officer, Gareth Ayers, works to reduce the crimes affecting our levy payers. To support this work, we have also introduced an intelligence sharing platform (DiSC) and an updated radio system linking businesses, the police and the council.

**Read more about how we're making Bristol city centre safer on page 8**



## BRISTOL LIGHT FESTIVAL 2021

Building on the phenomenal success of 2020, careful thought and planning is underway to develop a safe Bristol Light Festival 2021. It will be an event that will animate and elevate the city centre, bringing together businesses and visitors in a safe and managed environment, aiming to promote the city centre whilst also supporting its economic recovery.

In September 2020, we gifted the 'CHEERS DRIVE' sign to Bristol Bus Station in recognition of the work from all those on Bristol's front line.

**Jump to page 13 to read about the 2020 festival**



# THE BID YEAR 2019/20

WATCH THE 2 MINUTE REVIEW OF THE YEAR

## SAFEGUARDING MARSHALS

This year, our Safeguarding Marshals patrolled the city centre streets for 1,400 hours. Working from 10pm to 4am at weekends, the Marshals provide a visible and reassuring presence to those enjoying evenings and nights out in the city centre. They are always there to help and support anyone requiring assistance and have received much appreciation for their work.



## POLICING

In June 2020, we welcomed Police Officer, PC Gareth Ayers to the team. Employed by Avon and Somerset Police and funded by Bristol City Centre BID, Gareth patrols the BID area, engaging with our levy payers and working to reduce crime. We have also introduced a fortnightly newsletter that reports to levy paying businesses on crime and police activity in the city centre.



## BRISTOL STREET PASTORS

We support the Bristol Street Pastors to enable them to operate every Saturday night providing care and support across the city centre. Between 2019 and 2020, they were able to dissuade at least 10 people from suicide and drowning. They also handed out 200 bottles of water and lollipops, 175 pairs of flip flops, 27 space blankets and rain ponchos, and collected and binned over 3,250 glass bottles.

The Street Pastors continue to help make Bristol safer at night as more people return to the city, freeing up time for the emergency services.





## CRIME REDUCTION

During this year, we have brought together a Business Crime Reduction Partnership (BCRP) with the police and the city council which will help reduce crime against businesses, identify areas of concern and easily share intelligence amongst businesses who sign up to the scheme.

To deliver this, we have invested in an intelligence sharing platform (DiSC) and an updated radio system. These both link businesses, the police and the council Operations Centre and the information shared helps drive down crime across the business sectors.

**To benefit from the intelligence system, please email [paula@bristolcitycentrebid.co.uk](mailto:paula@bristolcitycentrebid.co.uk)**



## STREETWISE

In May, Natalie Hendy joined the team as the City Centre BID funded Streetwise Officer. In her first six months, Natalie has already helped over 60 individuals to move away from a life on the streets. She has also tackled drug use, begging and other forms of anti-social behaviour through targeted use of robust encouragement to engage others in moving to a healthier and safer life.

## TAP FOR BRISTOL

£10,000 has been awarded to local homeless projects through Second Step and St Mungo's supporting up to 60 individuals move into permanent accommodation moving away from a life on the streets.

Caring in Bristol have used its £10,000 to continue its life-changing homeless prevention and early intervention work including training volunteers and funding a money advisor and a housing advisor.

Charities and organisations will shortly be invited to apply for funding from the next £10,000 of funds raised.

**[Click here to read more about TAP for Bristol](#)**



## STREET CLEANSING TEAM

Operating seven days a week, our rapid response Cleansing Team works across the city centre, deep-cleaning pavements, doorways and business frontages. The team has three specialist vehicles; the Milk Float, the Street Washer and the high-powered doorway Vacuum.

Over the last 12 months, the team has collectively delivered 7,000 hours of additional cleansing, including the daily washing of over 170 doorways and hotspots of human waste. They continue to respond to levy payer requests to ensure cleanliness standards are much higher in the City Centre BID area.



## REMOVING TAGGING

Each month, the team removes over 100 tags from business doors, walls, windows and street furniture. Monitoring the city on a daily basis, they ensure tags are removed quickly, resulting in positive feedback from many levy payers.

We ensure that the team are continually trained in the latest techniques and products to deliver the best possible outcomes for levy payers.



## CITY PLANTERS

Our 35 pavement planters continue to add colour and vibrancy as part of the #GreenerBristol campaign, first introduced in June 2019. Our BID Assistant, Jerry, continues to oversee the regular watering of the planters, painting them and keeping them maintained. He also carries out regular replenishment of the edible fruit and vegetable offerings within the planters.





## WASTE MANAGEMENT PARTNERSHIP

An average saving of 31% has been made by each levy paying business by using our collaborative waste contract. This partnership with Veolia comes with a reliable, efficient service that also increases recycling, reduces costs, eases congestion and improves air quality in the city centre.

**To join our waste management contract, contact [paula@bristolcitycentrebid.co.uk](mailto:paula@bristolcitycentrebid.co.uk).**

## BUSINESS ENGAGEMENT

Our engagement with levy payers has covered a wide range of topics this year. These include opportunities to generate businesses from the Bristol Light Festival and making representations on the clean air proposals, pedestrianisation and the licensing policy.

We continue to adapt our response to the needs of our levy payers as seen during the lockdown and reopening period. The development of sector groups will continue during 2020/21 as will our drive to reduce business crime.

The experience of COVID-19 has shown how businesses need to work closely together and pool knowledge to give the best opportunity of survival and prosperity.



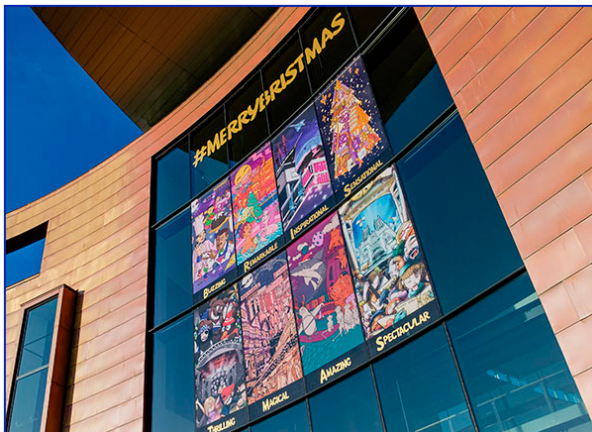


## FESTIVE LIGHTING

The Christmas lights in the area are solely funded by Bristol City Centre BID.

For the festive period of 2019, we lit up the city for the third year running. By extending the lights onto King Street, we now provide over a mile of festoon lighting featuring 25,500 LEDs covering Park Street, Queen's Road, King Street, Corn Street, Welsh Back and College Green.

We will be continuing to fund the lights this year with the switch-on taking place on Friday 13th of November.



## MERRY BRISTMAS

Working with Visit Bristol, we achieved greater promotion of the City Centre BID areas and its levy payers within the high-profile #MerryBristmas campaign.

## SOMETHING SPECIAL FROM SOMEWHERE SPECIAL

In December 2019, we launched the festive film 'Something special from somewhere special', showcasing shopping and socialising on Park Street and Queen's Road. The 60-second promotional video featured a new poem commissioned from official Bristol City Poet Vanessa Kisuule, and was seen by a total of 243,000 individuals whilst in or near Park Street and Queen's Road.

This was planned to be the first of a series of videos showcasing areas of the city centre. The series was interrupted by the pandemic, we will be resurrecting this programme as soon as possible to cover the Old City and the Harbourside areas.

[Click here to watch the video](#)





## BRISTOL LIGHT FESTIVAL

The inaugural Bristol Light Festival launched in February 2020. The programme of local and international artists was developed to deliver against key objectives, including to reduce anti-social behaviour, create opportunities to spend leisure time in the city centre, benefit local businesses and organisations, reduce the unfamiliarity of parts of the city centre and showcase local creative enterprises.

It was an incredible success, attracting 100,000 additional visitors to the city centre with an average spend of £59 per person. 75% of visitors reported eating or drinking out, shopping, or doing other activities in the city centre during the festival. In total, the campaign reached over 72.1 million people and brought an economic benefit to the city of £5.8 million.

Planning for the 2021 festival is underway with a programme to ensure it delivers against its objectives whilst also being COVID safe.





## PLACE MARKETING

Following the appointment of our new Marketing Executive, Alice Taylor, our activity is further focused on performing against our core objectives, delivering cost-effective marketing and reporting on results.

Working closely with many partners in the city we have been able to increase reach when promoting business activity and events in the city centre.

Our core marketing activity continues throughout the year, increasing both our reach and engagement. This activity includes regular updates through our social media channels, advertising opportunities and promotional campaigns.

Keep us up-to-date with your activity by tagging us in your social posts:



@BristolBID



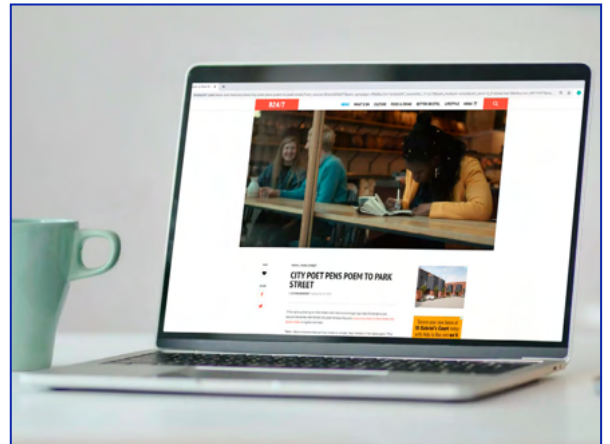
@bristolbid



@BrisCentreBID



@Bristol City Centre BID



## BRISTOL TOGETHER

In July, as the hospitality sector began to safely reopen, we launched a city-wide marketing campaign to support local businesses. We worked throughout lockdown to build a partnership with Visit Bristol and Broadmead BID, working with Business West and the One City Economy Board to coordinate and share the campaign.

#BristolTogether positions Bristol as a safe, healthy and welcoming place to work, study, visit and spend leisure time.

All levy payers are invited to join us in amplifying the campaign by using our toolkit of elements in their own marketing, including logos, social media assets and guidelines on how best to use them.

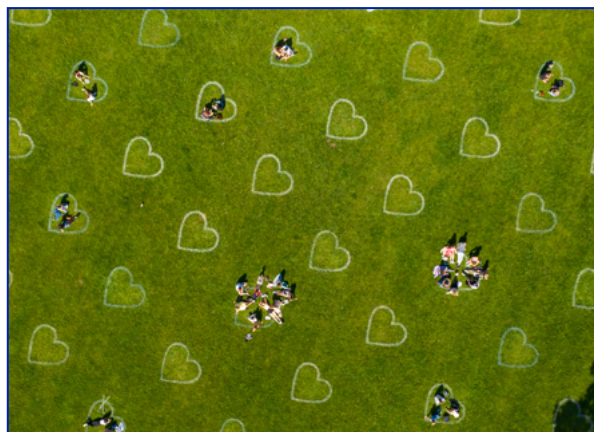
[Click here to view and download the campaign toolkit](#)



## HEARTS IN THE CITY

To launch the #BristolTogether campaign, we worked with Upfest and Plaster Creative Communications to paint 374 socially-distanced hearts in Queen Square, College Green & Castle Park. Our aim was to increase public confidence in using and enjoying our open spaces, promoting the city as a safe and welcoming place to all.

The hearts featured in over 127 news channels worldwide, reached over 61 million people and had 232 pieces of coverage with a media value of £202,547.



## FOLLOW YOUR HEART

Our latest #BristolTogether initiative 'Follow your Heart' saw six trails of 1000 rainbow coloured hearts guiding people from different corners of the city centre, increasing footfall to all central businesses and organisations.

'Follow your Heart' reached over 138 million people and had 200 pieces of coverage with a media value of £278,075.





# PLANS FOR 2020/21

We recognise that 2020/21 will be a challenging year for the city and its businesses. Our commitment to improving the city centre remains. It is even more critical that Bristol City Centre is celebrated as a safe, welcoming and healthy place to work, visit, live, study and spend leisure time.

We will continue to deliver our key projects to support this aim whilst ensuring they bring value to our levy payers. We will also continue to advocate the views of businesses strongly to decision makers within our city.

We will continue to seek increased investment to support the BID's objectives. This year we have secured £67,688 in partnership funding to further strengthen our project delivery and support for businesses. Since the publication of the billing leaflet we have secured a further investment of £14,000, making a total of £81,688 for the year - equivalent to 8.2% of additional income.



## MOVEMENT & SPEND

At the start of the 2020/21 BID year, we will be presenting to levy payers place intelligence information.

This intelligence includes footfall volumes, sales indices and visitor demographics and will be available to help individual businesses and the city plan for the future and analyse the city's performance.

Please contact [keith@bristolcitycentrebid.co.uk](mailto:keith@bristolcitycentrebid.co.uk) if you would like more details on this project as it develops.



# OUR TEAM



**Keith Rundle**

Operations Director



**Vicky Lee**

Senior Project Manager



**Paula Ratcliffe**

Business Liaison Manager



**Fran Inman**

Project Manager



**Hannah Charlton**

Project Manager



**Alice Taylor**

Marketing Executive



**Maria Crayton**

Comms and Marketing Adviser



**Natalie Hendy**

Streetwise Support Officer



**Gareth Ayers**

Dedicated Police Officer

# INCOME & EXPENDITURE

## FINANCE TABLE

## YEAR 2019-20

## OUTLINE BUDGET

### INCOME

BID Levy	£995,515	£1,152,000
Other income	£67,688	£60,000
BID Resilience Fund	£52,581	
<b>Total</b>	<b>£1,115,784</b>	<b>£1,212,000</b>

### EXPENDITURE

Improving the welcome	£285,668	£200,000
Improving the look and feel	£290,104	£193,000
Improving safety	£128,219	£235,000
Promoting success	£23,612	£182,000
Acting in your best interest	£124,820	£125,000
Management and overheads	£127,900	£182,000
<b>Total</b>	<b>£1,210,323</b>	<b>£1,212,000</b>



**7,000 HOURS**

of additional cleansing  
including disinfecting high  
contact locations to reduce  
COVID-19 transmission

**1,000+ TAGS**

removed from business  
doorways, walls, windows  
& street furniture

**BRISTOL LIGHT FESTIVAL**

Additional footfall:

**100,000**

Economic impact:

**£5.8 M**

Campaign reach:

**72.1 M**

**10,000**

TAP's for Bristol raising

**£30,000**

for homelessness prevention  
services & emergency  
support

**BRISTOL TOGETHER**

1,374 hearts reaching 200 M  
people, encouraging safe  
use of our city and  
supporting businesses

**BID POLICE OFFICER**

solely focused on business crime  
priorities

**REDUCING**

anti-social behaviour  
with our funded  
Streetwise  
Officer

**31+% SAVING**

for all those taking up our  
Veolia commercial waste  
contract

**1,400 MARSHAL  
HOURS**

spent safeguarding the  
city centre streets

**Bristol  
together**

Safely reopening our city

