



PERFORMANCE REPORT

JANUARY – MARCH 2022

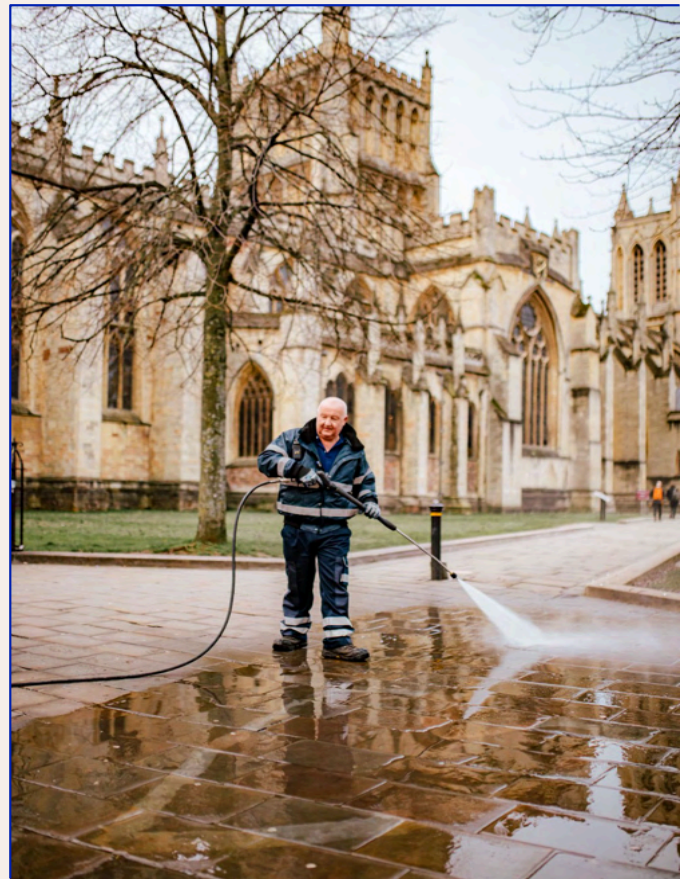


WELCOME AND FEEL

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.

- **January:** The team conducted a thorough deep clean of the pedestrian area of Broad Quay which is heavily used by commuters.
- **February:** The team deep cleaned the outside spaces of the harbourside restaurant's and public footpath.
- **March:** Deep cleaning of the pavement of Baldwin Street, another busy street used by commuters and visitors.
- Our pavement washer has provided over 336 miles of cleansing services in the past 10 weeks.
- Monthly insights continue to be shared with levy payers via our newsletter.
- On Valentine's day we celebrated three years of the city centre Cleansing Team. In that time the Cleansing Team has collectively delivered 19,000 hours of additional cleansing and removed over 4,200 graffiti tags from businesses properties across the city centre.



GRAFFITI REMOVAL

The team are working very hard to carry out removal of unwanted graffiti promptly and efficiently, ensuring that levy payer's building facades and the BID area street furniture are restored back to a clean state.

- Throughout the period January to March the team saw a large amount of tagging and to date have removed over 509 tags from over 222 locations.
 - **January:** 238 individual items graffiti were removed from 94 locations
 - **February:** 91 individual items graffiti were removed from 53 locations
 - **March:** 180 individual items graffiti were removed from 75 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.
- Graffiti Task Group - There is now a monthly operation where selected hotspots are targeted to catch perpetrators. The first two operations have already been a success resulting in two arrests. The third operation will focus on a location in the city centre.



TAP FOR BRISTOL

- Total raised to date:
 - **£56,088** contactless through TAP for Bristol devices
 - **£2,802** Just Giving page
 - **£250** Single direct donation
 - **£5650** Belly Laughs Comedy Night
 - **Total £64,915** (as at 24/03/2022)
- Currently there are 24 active donation points – 7 countertop devices, 17 window devices and an online Just Giving page. 7 of these units are within the Redcliffe & Temple BID area. These have raised as follows:
 - **January** £1,911
 - **February** £1,269
 - **March** £1,155 (as at 24/03/2022)
- New window devices have been installed in two Unite Students properties in the city centre, the costs of which have been covered by Unite.
- We are actively seeking applications for the next round of grant funding for the emergency allocation.



COMEDY ON THE COBBLES

- We hosted a comedy night on King Street and Welsh Back organised together with Belly Laughs which is a month-long comedy event that takes place at different venues across Bristol throughout January.
- This was a sell-out event on 31 January, helping to drive business to venues on King Street and Welsh Back on what could have otherwise been a quiet Monday.
- Throughout the evening, 32 comedians ran between 10 venues.
- Together, with Belly Laughs and our host venues, we raised £5650 for TAP for Bristol.



BRISTOL LIGHT FESTIVAL

Bristol Light Festival made its highly anticipated return with six evenings of stunning light installations across the city centre. 14 playful, immersive, and colourful artworks illuminated some of Bristol's well-trodden paths as well as some unexpected places to create a city-wide event that was enjoyed by all.

Event outcomes:

- The festival attracted a total of **170,000 visitors** to the city centre to explore the city through light, shopping, eating and drinking along the way. Attendees walked a total of 1.6 billion steps around the city. 68,526 unique users on website, up 127% from 2020 event
- 4985 entries in competition via Visit Bristol
- 120 downloads of the Guide.AI audio guide
- 51 uses of the 30% First Bus Bristol Night ticket discount

**Full report covering economic impact, visitor survey, PR and social media will be available in April.*

bristollightfestival.org



GREENING AND PUBLIC ART

- A large tree pit on Baldwin Street has been underplanted with ground cover plants, we hope this will develop over the year to improve this high footfall location.
- The key project this quarter is the addition of large murals to the Marlborough Hill steps. Farrah Fortnum, the artist who has refreshed our planters, starts work on 4th April. Some simple planting will also be added to the area.
- All the wooden planters are looking really healthy due to the choice of plants.
- We are currently seeking further opportunities to add greenery and art to the city centre including opportunities to work with the City Council on the High Streets Recovery Fund for Old City and Park St/Queens Rd.
- Please get in touch with Tom if you spot any areas of the city that could be opportunities to add greenery or colour.
- Lunchtime gardening sessions have been arranged with the council's Park Work team. These will take place in Castle Park and Brandon Hill in April and May.



LOVE BRISTOL GIFT CARD

We are currently working on plan to launch a Love Bristol Gift Card in June 2022.

The gift cards will be able to be spent in cafes, bars, shops, hotels, and any registered business that takes Mastercard, with no additional fees or training required.

Both digital and physical gift card options will be available for customers and corporate customers.

The plan is to drive more spend in local businesses, increasing loyalty and footfall.

There will be an opportunity to engage with Visit West and Bristol City Council partners to promote the card as the city's local currency, supporting Covid recovery ambitions.

The card will elevate the BID's Love Bristol brand in the eyes of consumers and levy payers across our three Visit West BIDs.

SAY THANK YOU WITH SOMETHING FOR EVERYONE!

The **Aberdeen Gift Card**,
for everyone and everything
the city has to offer.



Scan here to order your
Aberdeen Gift Card!

The only card you really need to give them!



aberdeengiftcard.com

[@abdninspired](https://twitter.com/abdninspired)



SAFETY

THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- Following feedback, we have improved the Retail Security Meeting that spans across Broadmead, Cabot Circus, Galleries, City Centre and Redcliffe and Temple. This continues to take place the first Thursday of every month but it now takes place in person at Cabot Circus Management Offices. We have improved the presentation so it gives a clear, concise update on crime numbers and issues/individuals that retailers may face and have the local beat teams present to answer any questions. This first one in-person was a success with over 35 attendees. Chief Inspector Robert Cheeseman will be present at the next meeting to address any concerns directly.
- We are currently in the process of joining up the radio system with the existing platform in Broadmead. This will provide a better platform for communication across the whole city.
- We have co-funded a position in the Operations Centre with the Council and police to help with communication demand with the radios. This will help with night time safety, safety of women at night, graffiti, improved coordination between businesses, CCTV and police.
- No official launch will take place for the BCRP due to focus on safety projects. This will happen post renewal, for those businesses that were previously paying into the late night levy.

BRISTOL'S BUSINESS CRIME REDUCTION PARTNERSHIP

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

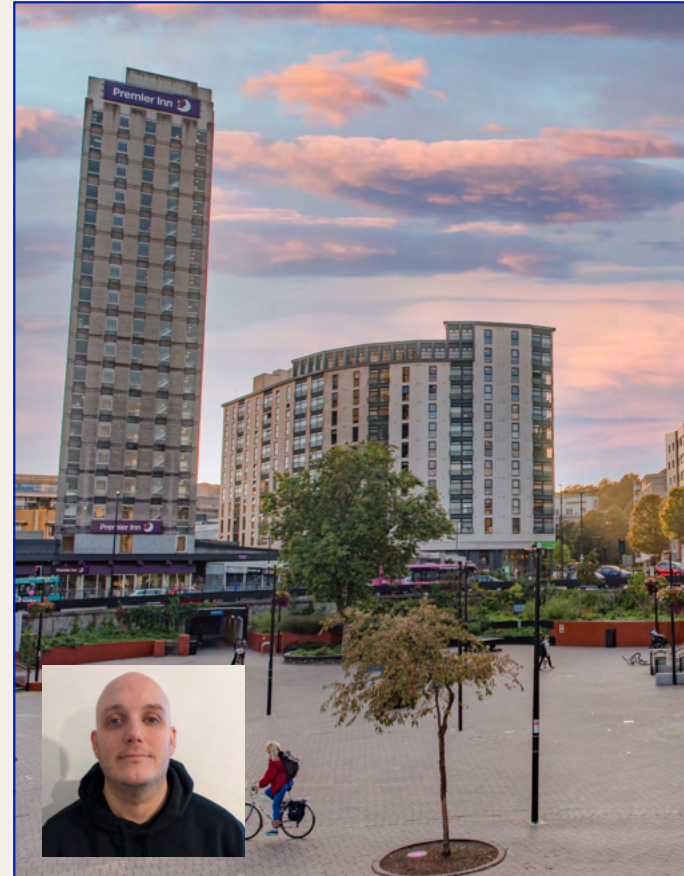
TOGETHER WE'RE MAKING BRISTOL A SAFER AND MORE WELCOMING CITY FOR EVERYONE.

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

- Our new Streetwise Officer, Lewis Monk, joined us on the 21st February 2022. He has taken over from the predecessor Natalie who was promoted.
 - Lewis was previously working as a prison officer and has previously volunteered at Bristol drugs project so has a good knowledge around the issues posed by prolonged substance abuse. He is very victim focussed which will be a benefit to our businesses. Lewis has already got involved in supporting the team in the city centre.
 - We now have a monthly catch up with the streetwise team and streetwise police officers to discuss prolific offenders within the city centre to deliver solutions collaboratively.
-
- 12 CPWS Served
 - 3 CPNS Served
 - 1 CBOS application granted and a further 3 pending court hearings
 - 2 civil injunctions granted and a further 2 pending court hearings



POLICING

- Our dedicated PCSO has been unavailable to us since 4th February due to long term sickness. He has however, engaged with over 60 businesses in the time he has been with us. He worked on reducing shoplifting around the Park Street/Queens Road area by engaging with businesses and being proactively visible.
- Due to a staff freeze within A&S police we will not be getting our dedicated officer until October. They are looking for a replacement PCSO as soon as they can.
- In collaboration with Avon and Somerset police, we have now created 40 issues of the police activity newsletter - [Click here to view all newsletters.](#)

Graffiti tasking group

- Through collaboration with the neighbourhood services team in the council and police over a period, graffiti had become a hot topic of conversation due to the rising number of tags on businesses and there being no repercussions for the offence unless caught red handed.
- There is now a monthly operation in place whereby selected hotspots are targeted in order to catch perpetrators. The first two operations have already been a success resulting in two arrests. The third operation will focus on a location in the city centre.
- We will be monitoring the numbers of graffiti tags on businesses throughout to see whether this operation is making a difference. Once there is more traction there will be a communications plan.



NIGHT-TIME

- Purple Flag Assessment- 1st April 2022
- 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:
 - 80 radios out as of 24.03.2022
 - 152 signed up to DiSC as of 24.03.2022
- We continue to work with Brendan and Patrick from BARBI to deliver training in radio use and DISC. They also distribute drink spiking kits. We will be hosting group DISC training from April.
- Purple Flag - meetings have reconvened – we did a walk around in November to assess the area and provided feedback to various parts of the Council. We have now submitted our application for this year.
- The Purple Flag assessment will take place on the 1st April and we should find out whether we have passed by May.
- The drink spiking initiative continues and there are now over 155 venues participating and 369 kits have been distributed.



WATER SAFETY

- Avon and Somerset fire have a new Manager of whom has relaunched The Water Safety Partnership with support of the BID.
- The team involves various departments of the Council, BID and A&S police who will now meet quarterly.
- There is a joint communications plan due to go live in April as the first 'refresh' for the campaign.
- We now have over 30 signs positioned around vulnerable locations near the river to highlight the risks that the water can pose, such as temperature, water quality and submerged objects.
- A few signs have been damaged and have been removed but are due to be replaced by the team shortly.
- We have also been working closely with Avon and Somerset Fire service who will be providing throw line training to businesses situated near the water. They will also be training our cleansing team and Bristol Waste as they often work within these locations.



SAFER WOMEN AT NIGHT TRAINING - SWAN

- Following Bristol City Council receiving a grant of £282,000 from central government to improve the safety of women at night, Bristol City Centre BID were appointed the delivery arm for the training aspect of this initiative.
- The Bristol Nights: Anti-Sexual Harassment Training included; the impact of sexual harassment, the law surrounding it, how to report it and ways to intervene as a bystander.
- 18 Trainers were selected from organisations around Bristol including, various night-time venues, University of Bristol, BIMM and others. They were trained by a trainer from Night Time Economy Solutions.
- These trainers then delivered 32 in person and 6 online training sessions between 2nd-25th March
- 3 of the online sessions were specifically targeted at security, promoters and performers.
- A total of 281 people have been trained
- At least 1 person from a total of 106 different organisations attended the training. These included night-time venues, festivals, event management organisations, charities, medics and street pastors to name but a few.
- We met our target as part of the initial contract which was to train 20 late night venues, 20 venues and 2 unconnected to premises. We achieved 21 late night venues and 25 venues and ran 3 session for those unconnected to premises



BUSINESS LIAISON

MEETINGS AND EMAIL CAMPAIGNS

Meetings & groups

- King Street Collective
- Park Street Re-surfacing
- 34 Individual business meetings
- 3 Park Street/Queens Road Traffic Restrictions
- Veolia Waste trial
- Old City proposals
- BCC Waste strategy

93 Requests for assistance

23 email campaigns to defined levy payer groups including:

- Road closure information (various)
- BCC Waste strategy
- Park Street re-surfacing
- Protest Activity (various)
- Business Support & Grants (various)
- Park Street/Queens Road traffic restrictions proposal



ONGOING PROJECTS

Park Street pavement re-surfacing

- Works schedule revised to accommodate traders' concerns.
- Programme extended for a further 8 weeks owing to difficulties with the incline of the street and staffing problems.
- Mixed feedback from traders citing loss of trade or gratitude for considerate working practices.
- Liaising with traders, BCC and senior contractors to minimise disruption to traders.



ONGOING PROJECTS

King Street permanent pedestrianisation

- LDA Design commissioned to develop vision and concept design working in association with Arcadis
- 2 workshops have taken place with all interested parties to discuss business requirements and potential for future use of the street
- Potential for event spaces/busking areas, craft markets and pocket parks
- Final designs to be submitted prior to end of March 2022



ONGOING PROJECTS

BCC Waste Management Strategy changes the storage of waste on streets.

- New BCC policy only allows for presentation of waste at designated times.
- Initial roll out in Old City/King Street
- New requirements have proved challenging for some businesses who do not have designated waste storage
- BCC have refused provision for external bin stores for individual businesses
- Acting as intermediary between levy payers and BCC Enforcement to reach satisfactory agreement
- Further roll out to remainder of city centre - date pending



ONGOING PROJECTS

Park Street Traffic Restrictions

- Supporting and advocating for businesses following concerns regarding traffic restrictions proposal.
- Response to BCC Consultation submitted stating that BCC BID are unable to support the proposal in its current form as there is no evidence of clear economic benefit.
- Consultation response sent to the Mayor's Office.
- Initial meetings with Stride Treglowan to discuss creating a vision for the street.
- Further conversations needed with BCC to gain support for above.
- Workshops to be arranged to discuss development of street design.
- Pending receipt of consultation findings from BCC.



COLLABORATIVE WASTE CONTRACT - VEOLIA

- BCC waste strategy and agreed collection windows have proved challenging for Veolia in some areas
- Missed collections increasing owing to lack of drivers
- King Street trial agreed with businesses, BCC and Veolia with later 9am – 10.30am collection window. This has been problematic owing to missed collections and poor communication.
- 1 business has cancelled their Veolia account and is moving to a new provider and another has intimated that they are also looking elsewhere
- New reporting processes have been implemented to improve communication between Veolia and BCC BID
- Review of service to be carried out in conjunction with Eunomia with a view to considering re-tendering the contract



MOVEMENT AND SPEND DATA

Bristol City Centre BID

Decrease of 3% in monthly footfall at Pero's Bridge and Park Street compared to January.

- Visa spend in BS1,BS2 and BS8 **physical merchants represents:**

£296m in 21Q4 (£250m in 21Q3).

- Visa **offline spend** from BS1,BS2,BS8 residents represents:

£215m (£212m in 21Q3).

- Visa online spend from BS1,BS2,BS8 residents represents:

£258m in 21Q4 (£255m in 21Q3).

- The top 3 local authority home locations of the visitors sighted are: City of Bristol (39%), North Somerset (13%) and South Gloucestershire (12%).
- Trips from over 50 km represent 17% of the visits (13% in January). Trips within 10 km represent 65% (70% in January).



DR BIKE SESSIONS

We have now delivered three 'Dr Bike' Bike Maintenance sessions in 2022.

- Mechanic provided by local charity Life Cycle UK
- 34 bikes have been serviced since we started this service.
- We plan to deliver monthly sessions in 2022 maintaining 10 bikes per session
- Next sessions: April 6th at We The Curious and 23rd April at Castlemead with further sessions planned for Bristol Beacon and Spectrum.



LOVE OUR LEVY PAYER

We are delighted to introduce 'Love our Levy Payer', an exclusive offering of regular events, benefits, tailored support and opportunities for employees of levy paying businesses in Bristol City Centre BID. In April we are running the following:

- **FREE HISTORIC WALKING TOURS** welcoming our levy payers back to the city centre with a free 45-minute lunchtime walking tour of Bristol's most historic streets.
- **MORNING EXERCISE** Body Weight Circuit Class on Queen Square, scheduled early in the day to avoid clashes with work commitments. Organised in partnership with Anytime Fitness Bristol Clifton.
- **MINDFULNESS PHOTOGRAPHY SESSION** a free 45-minute session on Queen Square to explore photography as an activity to promote wellbeing. Photographer Adrian Wyatt will take you through some photography exercises to boost your creativity, stimulate mindfulness, and increase wellbeing.
- **LUNCHTIME EXERCISE CLASS** a 30 minute HiiT Class on College Green, which is a great way to get fit and have fun while getting fresh air and more vitamin D. Organised partnership with Anytime Fitness Bristol Clifton.
- **CITY NATURE CHALLENGE** We're partnering with the Natural History Consortium and Wessex Water for this year's Bristol and Bath City Nature Challenge. Over the four-day challenge we're inviting you to share your wildlife sightings from windows, gardens, or local parks



BRISTOL CITY CENTRE BID RENEWAL

CONSULTATION – ‘have your say’

April – July

- Prospectus will be circulated with Advisory Board ahead of Q1 meeting – for any urgent comments ahead of document going live.
- Prospectus to be launched week commencing 11th April, to begin consultation with businesses.
- Prospectus will be sent via BID newsletter and direct email. Copies will also be posted to all levy paying businesses.
- Businesses will be invited to comment on our proposals via a survey, email, call or face to face meeting.
- Advisory Board encouraged to engage with stakeholder groups on behalf of the BID.
- We will be engaging with local media to discuss and promote our plans for the second BID term.

CAMPAIGN – launch mid-July – ‘vote yes’

July – September

- Launch event will be hosted at St Georges Bristol in mid-July.
- We will present the business plan following months of consultation with businesses.
- We will be encouraging businesses to ‘use their vote’ to support a second term of the BID.



GET IN TOUCH

THE BID TEAM WELCOMES IDEAS, NEWS AND
FEEDBACK FROM OUR LEVY PAYING BUSINESSES.

Bristol City Centre BID, 8 Unity Street, Bristol
BS1 5HH, United Kingdom

name@BristolCityCentreBid.co.uk

01234 567890

FOLLOW US



When does the ballot take place?

Bristol City Centre BID's ballot is taking place between Thursday 1 and Thursday 29 September 2022.

All businesses with a rateable value of £25,000 or more who occupy commercial premises can vote.

How do I vote

Your voting paper should arrive by post, and you will have 28 days to return them in the pre-paid envelope by 5pm on Thursday 29 September 2022.

How is the result calculated?

The ballot process is managed by Civica Electoral Services. For a successful ballot, the majority of votes counted must be in favour, and the total representative rateable value of those in favour must exceed those opposed.

When and how are results announced

We hope to announce the results on Friday 30 September 2022.



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MARKETING

Q1 Summary

MARKETING

Bristol Life Magazine Feature

Bristol Life ran an 8-page feature for us in March, their **first ever feature on Bristol city centre** in the 18 years the magazine has been running. It highlights places to shop, dine and spend leisure time, such as Pinkmans, Folk House, Woky Ko, The Florist, We The Curious, St George's Bristol, Bristol Hippodrome, Arnolfini, Watershed, Cowbee, Sergio's Italian, Marriott Royal, McQueens and many more levy payers in the BID area.

Bristol Light Festival (BLF)

Some marketing highlights from our flagship event in March:

- Grew BLF Instagram by 3186 new followers, to 6227 (+95%)
- 4 press releases with PR coverage on [BBC News](#), [Bristol World](#), [Bristol 24/7](#), [Hits Radio](#) and more
- 62,000 impressions on Bristol City Centre BID social media channels
- 78,000 users on Bristol Light Festival website (+162% from 2020 festival)
- 1000+ posts using hashtag #BristolLightFestival on Instagram
- 2500+ sign ups to new BLF mailing list



1 January – 20 March

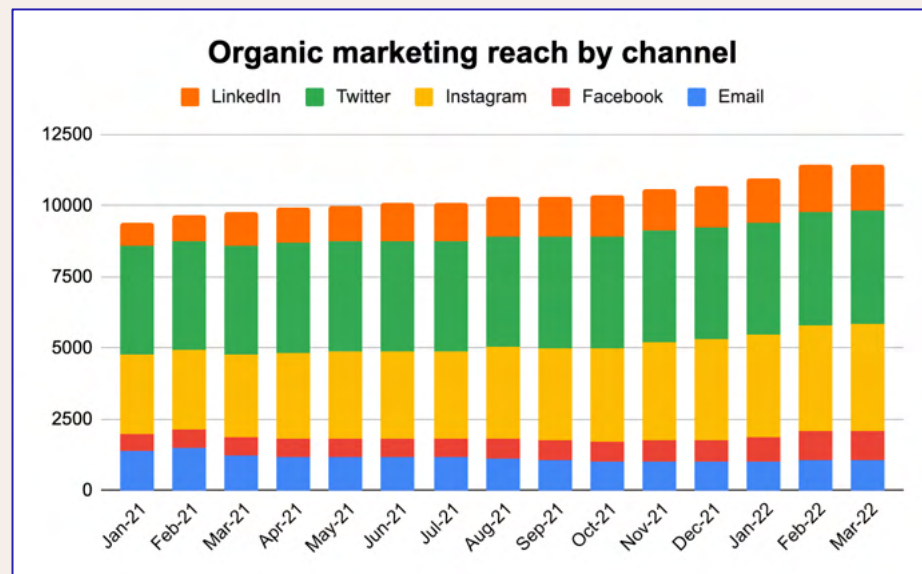
SOCIAL MEDIA & EMAIL

Facebook is our highest growing channel this quarter with a huge 28.6% increase. This could be through followers gained from co-hosting the Bristol Light Festival Facebook event, which had 14.9k attendees.

LinkedIn followed with a 10.9% increase, and 8.6% increase on Instagram.

Bristol Light Festival was our main campaign this quarter and this event has its own social media and email channels.

Our January newsletter had the highest open rate this quarter (34%) as the first subject line was Bristol Light Festival. Please encourage your colleagues and employees to [sign up](#) to our newsletter to be the first to hear about our new Love Our Levy Payer exclusive events.



1 January – 20 March

WEBSITE

Total website traffic has seen a **YoY increase of 69% in Q1**. This is partly because there was no Bristol Light Festival in 2021, although only 10% of the BID's traffic related to the festival as most of the traffic for this was directed to Bristol Light Festival's own website.

Website traffic from social media continues at a higher level than pre-November and we expect this to continue with the launch of our new website.

New website

Our new website, with increased functionality and flexibility, launched on Monday 21 March. The site allows us to host news content which we will link to from social media posts and we should see website visits increase as a result of this.

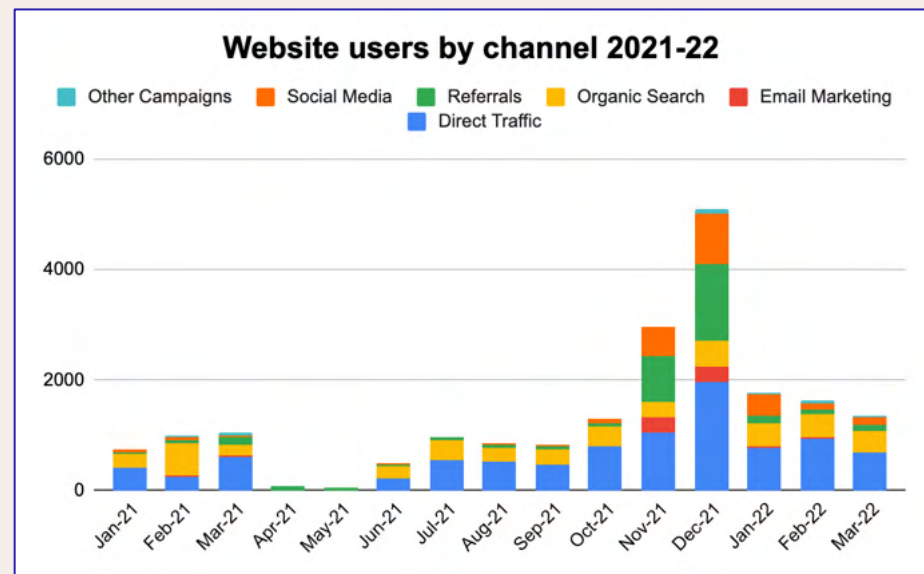
Definitions

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

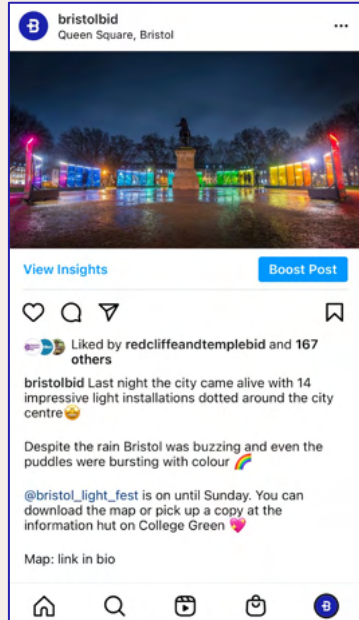
Referrals: The users who arrive at your website via another site like a partner or news website which has linked to you

Direct Traffic: Traffic from URLs typed directly into the browser, clicked on from a non-web document like Word, or links with no attributed source found

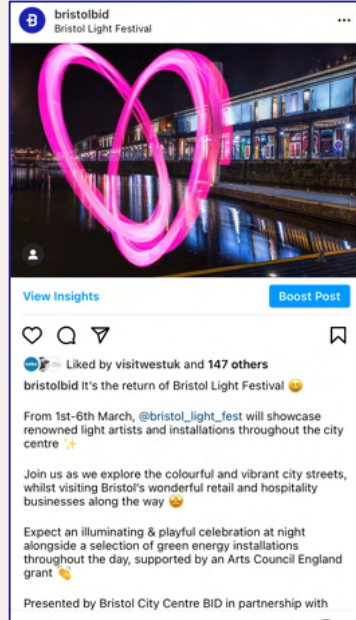


Social Media

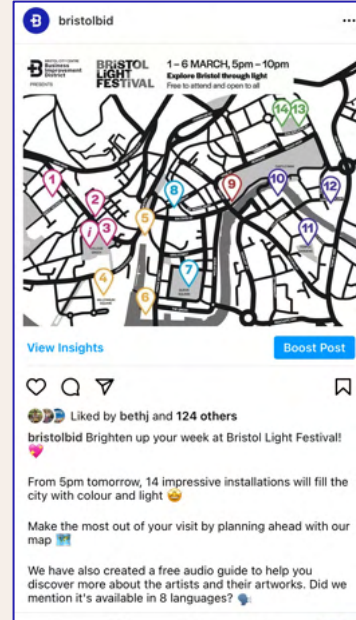
MOST LIKED POSTS



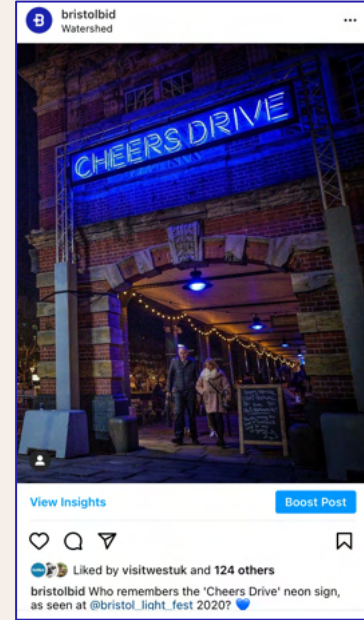
Likes: 168
Reach: 2,055
Engagements: 179



Likes: 148
Reach: 1,811
Engagements: 164



Likes: 125
Reach: 1,890
Engagements: 193



Likes: 125
Reach: 1,364
Engagements: 128

Social Media

POSTS WITH MOST ORGANIC IMPRESSIONS

Bristol City Centre BID @BristolBID · Feb 1 ...

Last night Comedy on the Cobbles saw 32 comedians on the run between 10 sold-out venues, all in the name of a good cause. Together, with [@bellylaughs2](#) & our host venues, we have raised an amazing sum of £5650 towards homelessness prevention and support through [#TAPforBristol](#) ❤️



🗨️ 3 ❤️ 11 📤 📊

Likes: 11
Impressions: 3,266
Engagements: 178

Bristol City Centre BID @BristolBID · Feb 24 ...

[@FirstBSA](#) is offering customers a 30% discount on a Bristol Zone Night ticket for [@bristol_light](#) from 1 - 6 March 🌞

Claim your ticket 🎟️ ow.ly/2l6950l2wfs

[#bristolightfestival](#) [#bristolight](#) [#lovebristol](#)



Bristol City Council and 4 others

🗨️ 6 ❤️ 6 📤 📊

Likes: 6
Impressions: 2,838
Engagements: 110



THANK YOU