

PROSPECTUS

RENEWAL FOR SECOND TERM 2022-27



**HAVE YOUR SAY IN DELIVERING
A BETTER BRISTOL FOR ALL**

INTRODUCTION

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Since Bristol City Centre Business Improvement District (BID) was voted in by the businesses of Bristol in 2017, our focus has been to make the city a more safe, welcoming, and better place to live, work, study and spend leisure time in.

We have invested over £5 million of your levy to deliver innovative projects that have made a significant difference to the city in which we operate.

Our first five-year term is nearly over and as we prepare for renewal, we will be asking businesses like yours to reaffirm your commitment to the BID, and to improving the city centre, through a vote to deliver a second five-year term.

During the current climate we understand that we must be agile and reflective of our levy payer’s challenges. Throughout this document we have identified several projects and initiatives that will remain in our next five-year term, as well as introducing a number of new areas of support for businesses.

This is the beginning of our consultation process, and this document is a crucial part of this work, ahead of the vote in September. It is key that we now spend time meeting and discussing with you, your priorities and challenges, identifying how the BID can support you.

This document is divided into two halves; the first section provides an overview of what the BID has delivered in its first term and our vision going forward. The second section gives more detail for those that would like to understand the complexities of each project and how we will deliver against our objectives to achieve our vision; making Bristol a city that attracts people, business, and inward investment, delivering a better Bristol for all.

We look forward to hearing your thoughts.

Thank you.



Vicky Lee

Head of Bristol City Centre BID

YOUR BID

Bristol City Centre BID is your BID and is defined by a geographical area within which the businesses have voted to invest collectively.

The business-led partnership works cooperatively to identify and fund through the levy, initiatives, projects, and events that are beneficial for the business environment.

BIDs are about additionality. They do not replace local authority services; they provide additional resources and activities to support the businesses and the area.

“

As the Bristol City Centre BID chair, it was important for me to see the BID provide services that were additional to services received from the local authority. The team at the BID have worked rapidly to establish themselves and deliver several services that have proved invaluable to the success of the city centre, five years on the improvements delivered by the BID are impressive. Their work ensures our city centre is safe, and welcoming and that our businesses are represented. Bristol would be a different place without them.

JAMES WOOLLAM
Managing Director
Hayes Parsons

Thanks to the investment and involvement from our levy payers, we’re creating a better Bristol: one that’s more caring, more welcoming, safer, cleaner, wonderfully diverse, and better promoted. We have been delivering against four key themes by developing projects and campaigns in response to the needs of our businesses.

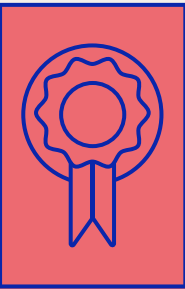
THEMES

2017-2022



IMPROVE SAFETY

Reduce crime and anti-social behaviour to improve city safety by day and at night.



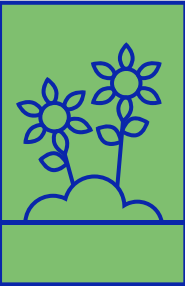
PROMOTE SUCCESS

Promote the BID area as a safe and pleasant place to work, live and play.



ACT IN THE BEST INTEREST OF LEVY PAYERS

Be a single point of contact, represent levy payers’ views, encourage networking and deliver waste and recycling schemes.



IMPROVE THE ‘WELCOME AND FEEL’

Create a cleaner, greener city with improved wayfinding, parking and Ambassadors.

MEET THE TEAM

ADVISORY BOARD MEMBERS

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

They are 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.

BRISTOL CITY CENTRE BID TEAM

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

The BID team delivers projects and initiatives across the three city centre BIDs managed by Visit West (Bristol City Centre BID, Broadmead BID, and Redcliffe & Temple BID). This structure was introduced to share central costs, reduce overheads, and to deliver our projects more cost-effectively while maintaining the highest possible standards.



VICKY LEE
Head of Bristol City Centre BID



PAULA RATCLIFFE
Business Liaison Manager



BETH BETTS
Marketing Manager



FRANCESCA INMAN
Senior Project Manager



SABRINA SHUTTER
Project Manager



TOM SWITHINBANK
Project Manager



GRACE BERNARD
Marketing Executive



LOUISA BRIGGS
Project Support Assistant

CURRENT MEMBERS

James Woollam (Chair)
HAYES PARSONS

Helen McGee
02 ACADEMY

Frances Macadam
UNIVERSITY HOSPITALS
BRISTOL AND WESTON NHS
FOUNDATION TRUST

David Foley
DJ FOLEY PROPERTY

Trish Brown
ST GEORGE’S BRISTOL

James Laverick
MARRIOTT HOTELS

Jason Thorne
BRISTOL CITY COUNCIL

Ben Philips
BRISTOL HIPPODROME

Councillor Farah Hussain
BRISTOL CITY COUNCIL

Andy Pick
KPMG

Alex Gregory
THE BERKELEY

Robert Cheeseman
AVON & SOMERSET
CONSTABULARY

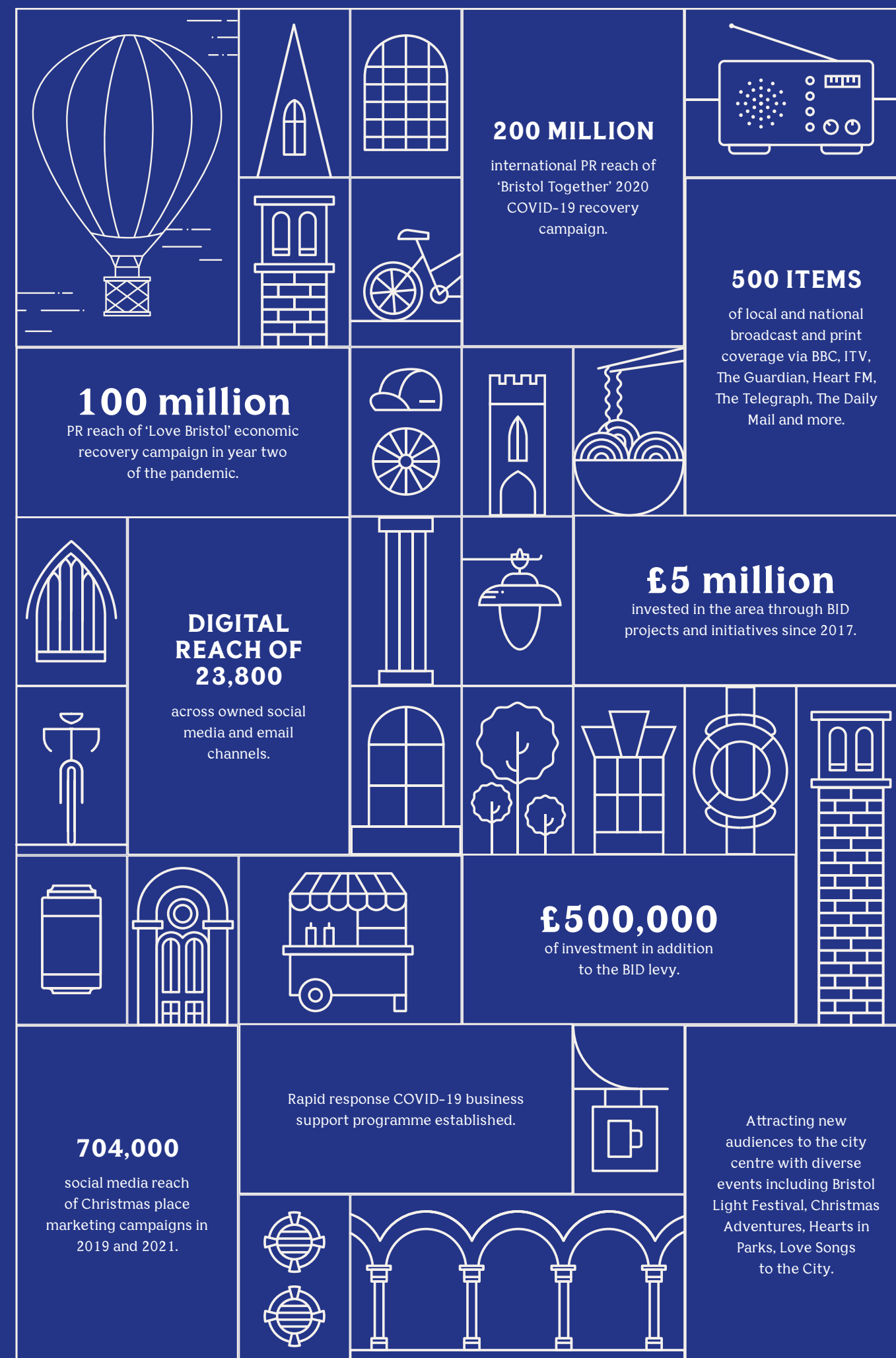
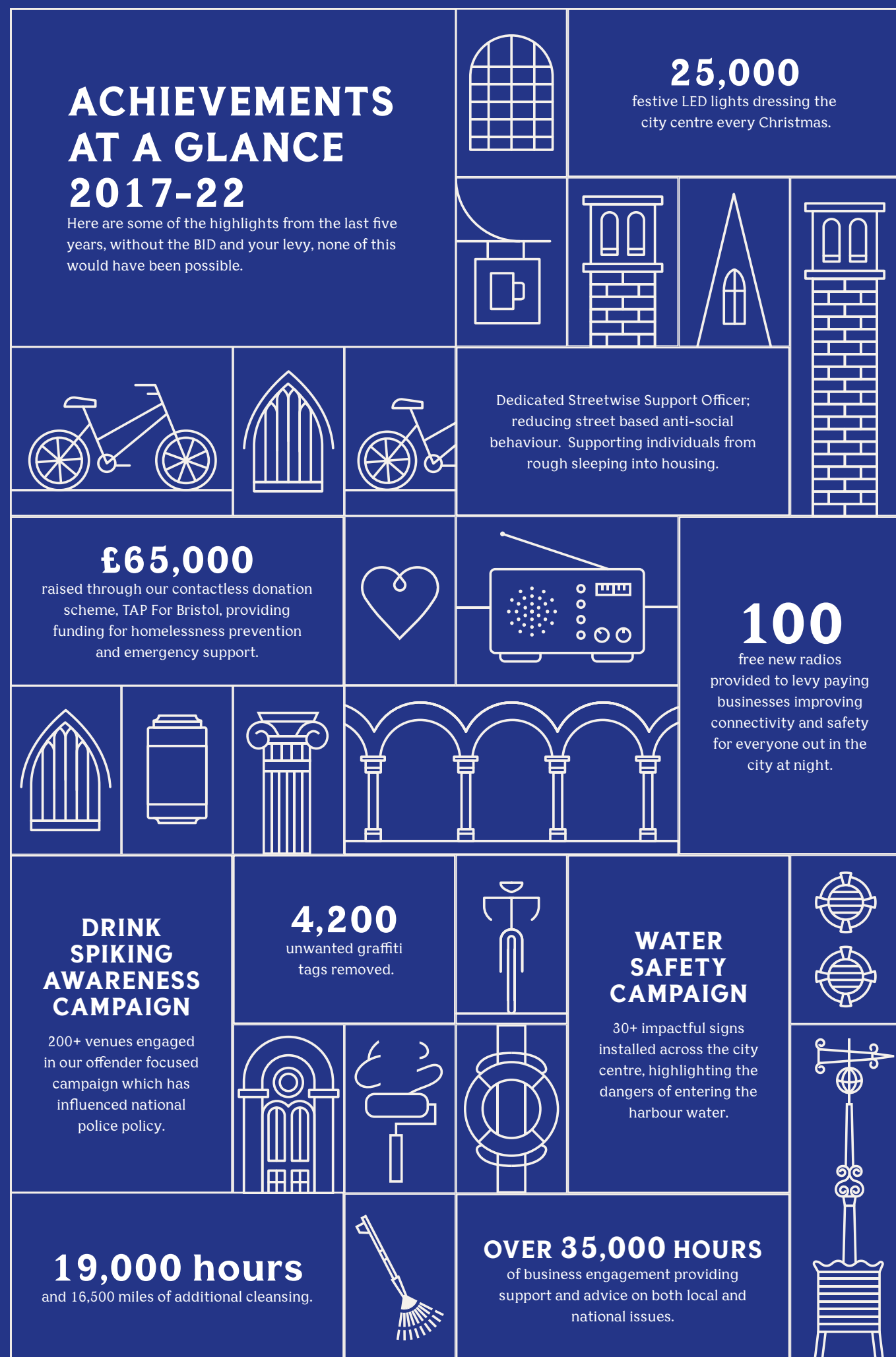
Anna Naylor
BRISTOL FOLK HOUSE

Matt Birch
BRISTOL UNIVERSITY

James Durie
BUSINESS WEST

Jonathan Gilbert
TESCO

Danielle Kirk
SPECTRUM BUILDING BRISTOL



THE DETAIL

IN THIS SECTION, WE'D LIKE TO TAKE YOU
THROUGH THE LAST FIVE YEARS IN MORE DETAIL.
WITHOUT THE BID AND YOUR LEVY, NONE OF THIS
WOULD HAVE BEEN POSSIBLE.

IMPROVING THE SAFETY

- Our Streetwise Intervention Officer is dedicated to helping levy paying businesses address the street-based anti-social behaviour (ASB) affecting them.
- Our dedicated BID Police Officer is solely for the benefit of levy payers and works closely with us to tackle crime and anti-social behaviour within the BID area.
- Free radios provided to levy paying businesses deliver improved connectivity and safety for all those in the city at night, linking more levy payers with each other, the police, and the city council's Operations Centre.
- DiSC (Database & intranet for Safer Communities), a secure platform for our members to report incidents, raise instant alerts and share intelligence.
- The Purple Flag accreditation, which the city centre has now held for more than a decade, is supported by the BID. This international award celebrates the safety and diversity of our night-time economy and offers reassurance to those planning a night out.
- The Street Pastors are a team of trained volunteers, funded by Bristol City Centre BID, supporting 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.
- The Business Crime Reduction Partnership is an effective network for tackling the specific crime types that affect our businesses, such as retail crime and anti-social behaviour.
- Our Water Safety campaign with Bristol City Council and Avon Fire & Rescue Service highlights the dangers of entering the harbour water.
- Our Drink Spiking awareness campaign with Bristol Nights supports businesses and victims. Over 200 venues are engaged in the project which has also influenced national police policy.
- We have delivered anti-sexual harassment training to support night-time economy workers and venues in dealing with incidences of sexual harassment, with a focus on the safety of women at night.

IMPROVING THE WELCOME

- Our rapid response Street Cleansing Team operates seven days a week acting on levy payer requests. Their services include deep cleaning pavements, doorways, and business frontages using their two specialist machines. This has raised cleanliness standards across the BID area.
- Greening projects have seen over 30 planters across the BID area hosted by businesses.
- Our extensive Christmas light displays see Queens Road, Park Street, College Green, Old City, King Street, and Narrow Quay all illuminated beneath festoon lighting featuring more than 25,000 LEDs.
- Bristol Light Festival 2020 and 2022 brought playful, immersive, and colourful artworks to illuminate Bristol, creating a city-wide event that encouraged visitors to support businesses whilst enjoying the free festival.
- Festive Events including Christmas Adventures 2021 and 2022 formed our festive arts project, putting the spotlight on iconic locations within the BID area, illuminating joyful Christmas lyrics and encouraging visitors to explore the city and support businesses along the way.
- TAP For Bristol, our contactless donation scheme provides funding for our unique homelessness prevention and emergency support initiative, it has raised over £65,000 in two years.
- We delivered anti-sexual harassment training to 20 late night venues, 20 venues, and 2 unconnected to premises to support night-time economy workers and venues in dealing with incidences of sexual harassment, with a focus on safety of women at night.



PROMOTING SUCCESS

- Digital reach of 23,800 across owned social media and email channels.
- Christmas marketing 'Something Special from Somewhere Special' social media campaign achieved 704,000 reach in greater Bristol across 2019 and 2021.
- Regional and national media coverage has included more than 600 items of broadcast and print coverage via Bristol 24/7, Bristol Post, BBC, ITV, The Guardian, Heart FM, The Telegraph, The Daily Mail.
- 360° Photography project achieved 2 million views of levy paying businesses on Google Maps.
- COVID-19 Recovery campaigns with international PR reach of 200 million.
- Our campaigns are award-winning, including Winner of The Drum and Field Marketing Awards. Shortlisted for Campaign Experience and Bristol Life Awards.

ALWAYS ACTING IN YOUR BEST INTEREST

- Business engagement of more than 35,000 hours providing support and advice on both local and national issues.
- Our waste management scheme with Veolia provides preferential rates with savings of 40% for levy payers.
- Movement and Insights data provides quarterly updates on spend in the area by business sector as well as daily demographic insights on those using the city centre. This data supports and informs strategic decision making and is fed into relevant stakeholder meetings.
- COVID-19 Hub provided a critical source of advice and support for levy payers, responding to hundreds of requests for support. This covered anything from government restrictions and grants to outdoor trading licences and the roadmap to reopening.
- Business and economic recovery initiatives supported recovery of the city, including Bristol Together and Love Bristol – which delivered Hearts in Parks, Follow Your Heart Trails and Love Songs to the City, each marking the staged roadmap to reopening. The campaigns reached hundreds of millions of people whilst demonstrating that Bristol was a safe and welcoming city.
- £500,000 of investment in addition to the BID levy achieved.
- Bristol Together COVID-19 recovery campaign began in the first lockdown in 2020.
- Love Bristol economic recovery campaign supported businesses in year two of the pandemic.

COVID-19 STRATEGY, SUPPORT AND RECOVERY

AS BRISTOL LOCKED DOWN FOR THE FIRST TIME ON 23 MARCH 2020,
THE BID FACED AN EXISTENTIAL QUESTION:
WHAT IS THE ROLE OF A BID IN A LOCKDOWN?

How could it continue to support its levy payers?

What guidance and advice did they need facing this unprecedented situation of being forced to close or with their staff working from home?

How could it help closed consumer-facing businesses stay relevant?

How could it safely promote the return of footfall to the city centre?

How could it help build consumer confidence?

How could it support public health guidelines?

How could it be effective, responsive and agile facing undefined timescales?

In 2020, we developed 'Bristol Together', a campaign and collaborative platform to support businesses in the city centre, supported by Bristol City Council, Business West and Visit Bristol. We launched with 'Hearts in Parks'; socially distanced hearts to safely encourage people to use the city's green spaces and support the 'take-out' initiatives of the F&B sector.

We hosted a series of webinars focusing on technology, safe workspaces, and wellbeing to support the office sector.

We promoted footfall and the retail sector with 'Follow your Heart'; seven heart trails criss-crossing the city centre area.

In 2021 we launched the consumer campaign 'Love Bristol' with activations including 'Love Songs to the City' with song lyrics suspended over the streets, to support each stage of the Government's 'Roadmap out of Lockdown' and each business

sector, culminating in highlighting night-time venues with giant disco balls glittering on key streets.

The consumer proposition for Love Bristol was to safely return to doing everything you loved before COVID-19. We used our social channels to support individual businesses as they reopened, posting photos, promotions, and video content.

The BID proved that it could think strategically under pressure, plan effectively and deliver high profile strategic initiatives and activations as well as targeted tactical support.

We are very proud of the results. Whilst we hope we will not face another crisis; we know our team can deliver under pressure.

See page 9 for results

INDEPENDENT APPRAISAL

EXEMPLARY PROJECTS AND SERVICES 2017-22



READ FULL REPORT

A leading expert in national placemaking, and a member of the High Streets Task Force, completed an independent review of Bristol City Centre BID's performance during its first term. A detailed report and appraisal was produced, which identified Bristol 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 as exemplary with some qualifying for inclusion in the BID Foundation's best practice guide.

With the ambition of building on the success of our first five years, the BID will take several of the report's recommendations to form the basis of our priorities for the second term. Encouragingly, the report suggested that 76% of levy payers intended to vote in favour of a second term.

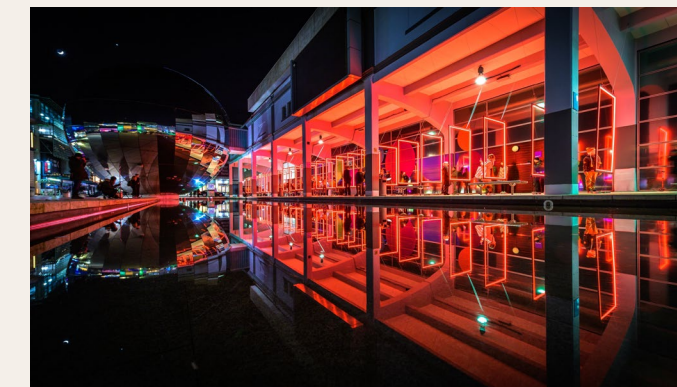
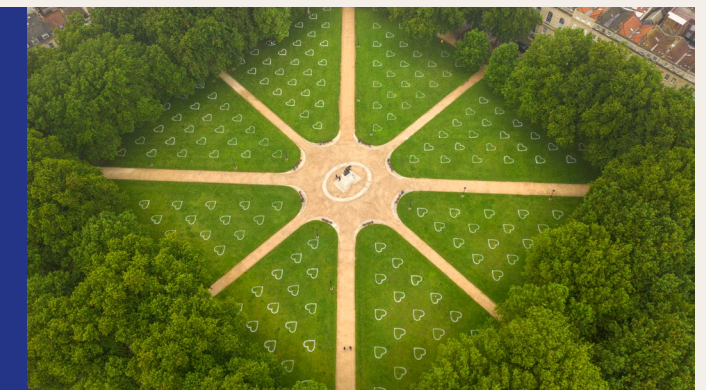


STREETWISE OFFICER AND TAP FOR BRISTOL

"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

"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."

OUR STRATEGIC FOCUSES FOR 2022-27

Our vision for the next five-year term is to deliver a collaborative approach to supporting businesses and making Bristol a city that attracts people, business, and inward investment.

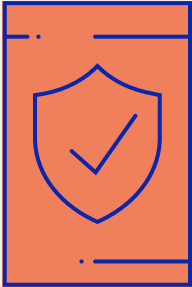
Without the BID, there isn't an organisation that will support city centre businesses in this way, we will use your levy to deliver a better Bristol for all.

Here are some of the ways we will achieve this:

Representing your voice; being your single point of contact by targeting, engaging, and meeting with the key groups that will best benefit our levy payers.		Night-time economy strategy in partnership with city stakeholders.			Talent and skills strategy to move people into work, retaining the talent of those who study in the city and promoting opportunities that are inclusive and encourage diversity.
		Tackling vulnerability strategy ensuring effective training, education, support and cultural change is used to reduce risk.			Safer off the streets strategy helping rough sleepers to move to a safer and healthier life away from the streets.
Continue to fund and deliver an increasingly attractive Christmas lighting offer and focused business and shopping events.			Seasonal events strategy committed to delivering quarterly events to attract new audiences, creating additional reasons to spend leisure time in the city centre.		
	Greener business strategy helping to equip businesses to reduce their environmental impact.			Complimentary marketing strategy to maximise the exposure of our businesses by delivering marketing and resources through our key partnerships.	
Sponsorship fund strategy to invest, or sponsor, opportunities that would make a genuine difference to the city centre and businesses from all sectors.				Positioning Bristol city centre as an attractive and safe place to work, live and play, by delivering place management initiatives and positive communications and digital promotion of our projects and initiatives.	
					
Transforming the public realm strategy using the creative talent of Bristol to improve social spaces for levy payers.					

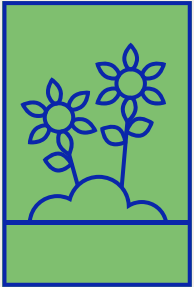
OUR VISION

PROPOSED THEMES FOR 2022-2027



CATALYST FOR A SAFER CITY

Investing to reduce, challenge and raise awareness on crime and anti-social behaviour to improve the perception of the area both by day and at night.



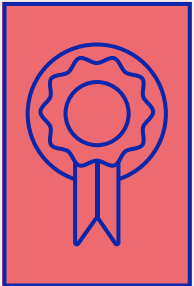
ENHANCE THE WELCOME

Working with strategic partners and levy paying businesses to create a cleaner, greener city centre which invites increased investment and retains existing talent.



SUPPORTING, REPRESENTING & CONNECTING

Be a single point of contact, represent levy payers, leverage investment, influence strategy, creating a business community.



PLACE MARKETING FOR THE CITY CENTRE

Innovative campaigns, activations and partnerships showcasing Bristol.

Bristol City Centre Business Improvement District delivers a collaborative approach to supporting businesses. We are passionate about making Bristol a city that attracts people, business, and inward investment, delivering a better Bristol for all.

STRATEGIC OBJECTIVES AND TACTICAL PLANNING 2022-27 IN MORE DETAIL

As we look towards the second term of Bristol City Centre BID, the next five years are filled with opportunity, and it is an exciting prospect for the BID's dedicated team.

We move towards the next term with a focused, committed, and ambitious approach, to build on the last five years by taking forward our successes whilst also recognising that the BID's future work must also be shaped by the requirements of the businesses it supports.

There are four key areas that will bring together all the BID's activity and the next few pages detail why these four pillars are important for the future of the city centre and how they will benefit the businesses the BID represents.

CATALYST FOR A SAFER CITY

INVESTING TO REDUCE, CHALLENGE AND RAISE AWARENESS ON CRIME AND ANTI-SOCIAL BEHAVIOUR TO IMPROVE THE PERCEPTION OF THE AREA BOTH BY DAY AND AT NIGHT.

CONNECTING

businesses, Police and Bristol City Council using our free radio and intelligence sharing schemes (DISC). These systems ensure a better and shared understanding of crime and gather information and evidence to deliver collective and connected responses to businesses and their staff. We are currently piloting a dedicated resource for levy payers positioned in the central operations centre, ensuring all radio calls are responded to and recorded.

BETTER INTEGRATION

through our dedicated BID Police Officer and our increasing partnerships with Bristol City Council to actively agree plans to address the crimes causing most harm to business. We will continue to coordinate the monthly retail security meeting, ensuring retailers engage with Avon and Somerset Police Business Crime lead, keeping businesses up to date on criminal activity and anti-social behaviour, exchanging ideas and information.

SAFER OFF THE STREETS

helping rough sleepers to move to a safer and healthier life away from the streets, through our dedicated Streetwise Support officer and through TAP For Bristol, our contactless alternative giving scheme.

TACKLING VULNERABILITY

by ensuring that effective training, education, support, and cultural change is used to reduce risk.

RECOGNISING THE IMPACT OF BUSINESS CRIME

through our Business Crime Reduction Partnership (BCRP), identifying different sector challenges with crime and anti-social behaviour, and developing effective responses to these issues.

SUPPORT OUR NIGHT-TIME ECONOMY

by representing our levy payers and influencing strategy and future policy. We will continue to attend pub watch and work closely with Bristol City Council's night-time economy advisor. We are currently supporting the development of a night-time strategy in partnership with several city stakeholders, our aims are to ensure the work has practical and actionable outcomes to support the city's late-night venues.



CHALLENGING NEGATIVE PERCEPTIONS

and raising awareness of the positive and continual effort to increase safety in our city centre, by developing and delivering innovative projects and campaigns such as our drink spiking awareness campaign and water safety partnership to improve safety.



ENHANCE THE WELCOME

WORKING WITH STRATEGIC PARTNERS AND LEVY PAYING BUSINESSES TO CREATE A CLEANER, GREENER CITY CENTRE WHICH INVITES INCREASED INVESTMENT AND RETAINS EXISTING TALENT.

SEASONAL EVENTS

will be delivered quarterly to attract new audiences, creating additional reasons to spend leisure time in the city centre. We have established a successful winter festival, Bristol Light Festival. We intend to build on this success and explore opportunities to deliver an Easter, Summer, and Autumn event.

SUPPORTING GREENER BUSINESS

by helping to equip businesses to reduce their environmental impact. The first year of term two will see the development of a Net Zero Charter for the BID area. Other examples include reducing waste and single use plastic, encouraging, and enabling cleaner deliveries.



WAYFINDING

as part of our work to improve the public realm we will be exploring improved wayfinding and welcome signage across the city centre. We will also be seeking better use of available funds such as the community infrastructure levy to mitigate the impact of developments and improve the area for all.

UNIQUE CHRISTMAS

We will continue to fund and deliver an increasingly attractive Christmas lighting offer and focused business and shopping events at this critical time for retail and hospitality businesses.

ADDITIONAL STREET CLEANSING

will continue with a service available to businesses seven days a week, responding to levy payer requests and ensuring a high standard of cleansing throughout the city centre public realm.



LEVERAGING INWARD INVESTMENT

by showcasing Bristol through our major place making projects, we are already attracting additional investment into our events. We have several other activities that have also established key partnerships and opportunities for further investment, including our drink spiking awareness campaign and water safety work.

CREATIVITY TO TRANSFORM THE PUBLIC REALM

using Bristol's wealth of creative talent, improving social spaces for levy payers and those using the city centre and exploring innovative ways such as art, greening and additional seating to enhance common areas.

TAP FOR BRISTOL

will continue as part of our ongoing work to support those that are at risk of or already facing homelessness. We will continue to invest our resources in operating our contactless donation scheme. Our partnership with Caring in Bristol continues to develop unique and explanatory work in the prevention of homelessness, regular donations from TAP for Bristol are key to supporting the ongoing development of this work.

SUPPORTING, REPRESENTING & CONNECTING

BE A SINGLE POINT OF CONTACT, REPRESENT
LEVY PAYERS, LEVERAGE INVESTMENT, INFLUENCE
STRATEGY, CREATING A BUSINESS COMMUNITY.

SPONSORSHIP FUND

to invest, or sponsor opportunities that would make a genuine difference to businesses from all sectors and the city centre. Businesses will be able to apply for funds and develop proposals for projects, events, or solutions to the city's challenges. This could be a technological solution to an issue, such as no-shows at restaurants, a physical installation, such as public artwork, or even a training and development solution.

LOVE OUR LEVY PAYERS

will offer regular events, benefits, tailored support and opportunities for employees of levy paying businesses in Bristol City Centre BID. The core offering of 'Love our Levy Payers' is an exciting event calendar that will be available exclusively for levy paying businesses to enjoy throughout the year. These events will range from hobby and interest, to exercise and wellbeing, and everything in between, with the aim of bringing levy payers together, providing an opportunity to try something new or simply take some time out from your busy day.



REPRESENTING YOUR VOICE BY

targeting, engaging, and meeting with the key groups that will best benefit our levy payers. This includes coordinating collective responses to major city centre roadworks, changes to vehicle access and pedestrianisation of streets. Our main objective is to ensure businesses are fully informed and given the opportunity to respond and influence outcomes.

SUPPORTING TALENT AND SKILLS IN THE CITY

to help move people into work and retain the talents of those who study in the city whilst promoting opportunities that are inclusive and encourage diversity. We will work with the city centre educational facilities to establish internship / work experience schemes which would be open to all levy paying businesses to engage. We will develop a series of recruitment events and campaigns and explore opportunities to host open days with businesses and organisations in the BID area. There will also be a focus on developing the skills and talent of those already employed, supporting businesses, growth, and strategic development.

STRATEGIC PLANNING

initiating and supporting the development of a clear vision for the future of the city centre and its businesses. By representation at strategic planning meetings, we can ensure that the views and requirements of businesses are heard. We will continue to represent businesses at the Bristol City Council Waste Summit, High Streets Recovery Group, Placement and Tasking and Bristol Harbourside Forum, Revitalisations of the City Centre, the Bristol at Night board and the Economy and Skills board.

NETWORKING OPPORTUNITIES

to connect our levy payers and foster collaborative business relationships whilst providing support and advice on key issues and hosting webinars and training / workshops.

DATA CAPTURE AND INSIGHTS

detailing visitor footfall, demographics, spend by sector, online vs bricks and mortar on a monthly basis. This data is used to inform decisions on projects and initiatives to achieve success for the BID's businesses.

COST SAVING PROCUREMENT

to deliver services and systems, or additional infrastructure at reduced costs for levy payers. This includes ensuring that our collaborative waste contract provides the right service for businesses at a competitive rate.

PLACE MARKETING FOR THE CITY CENTRE

INNOVATIVE CAMPAIGNS,
ACTIVATIONS AND PARTNERSHIPS
SHOWCASING BRISTOL.

PROMOTING SUCCESS

Celebrating businesses and city-wide achievements by supporting events and industry awards.

POSITIONING BRISTOL CITY CENTRE

as an attractive and safe place to work, live and play by delivering place marketing initiatives, with positive communications and digital promotion of our projects and initiatives.



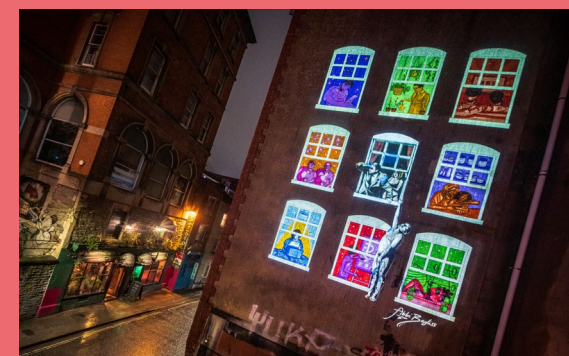
ENHANCING THE VISITOR EXPERIENCE

with events and activity involving multiple businesses and harnessing the power of a collective approach.



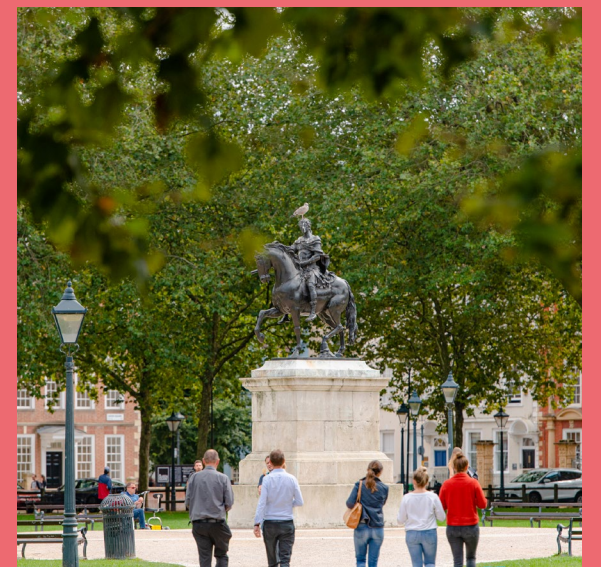
ENGAGING AND ATTRACTING

the consumer by creating reasons to spend leisure time exploring the city by use of focused campaign activity to increase spend and footfall within our retail and hospitality sectors with events such as Bristol Light Festival.



MAXIMISING BUSINESS EXPOSURE

by delivering complimentary marketing and resources through our key partnership with Visit Bristol and through other city-wide initiatives such as Bristol Nights. This drives value for our levy payers by enhancing the marketing they are able to achieve by themselves.



BID LEVY AND FINANCIAL PLANNING 2022-27

2022-2027	2022/23	2023/24	2024/25	2025/26	2026/27
Income					
BID Levy at 1.5%	£1,008,000	£1,008,000	£1,008,000	£1,008,000	£1,008,000
Other Income (estimated)	£80,000	£80,000	£80,000	£80,000	£80,000
Total Income	£1,088,000	£1,088,000	£1,088,000	£1,088,000	£1,088,000

Expenditure					
Catalyst For A Safer City	£180,000	£180,000	£180,000	£180,000	£180,000
Enhance The Welcome	£320,000	£320,000	£320,000	£320,000	£320,000
Supporting, Representing And Connecting	£110,000	£110,000	£110,000	£110,000	£110,000
Place Marketing ForThe City Centre	£248,280	£248,280	£248,280	£248,280	£248,280
Management Costs,Finance,HR, And Office 14%	£152,320	£152,320	£152,320	£152,320	£152,320
Levy Collection Costs	£23,000	£23,000	£23,000	£23,000	£23,000
Contingency 5%	£54,400	£54,400	£54,400	£54,400	£54,400
Total Expenditure	£1,088,000	£1,088,000	£1,088,000	£1,088,000	£1,088,000

This is an indicative budget based on an estimated levy income using the 2022 rating list. Actual expenditure and budget allocation will be overseen by the BID Advisory Board in minuted meetings.

- The BID levy is a daily charge, paid in full in advance on 1 November each year.
- Annual financial accounts will be independently audited and shared with all levy payers.
- A financial statement will be included with all levy bills and will be published on our website.
- Additional income will primarily be derived from partnerships, investment into projects, grants, and additional funding opportunities.

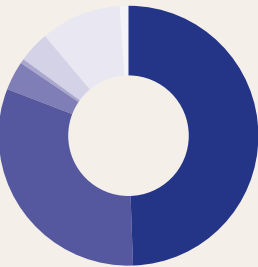
SUPPORTING ALL SECTORS

Bristol City Centre BID operates in a geographical boundary in central Bristol. Within this area there are over 700 businesses from all sectors that make up the BID business community.

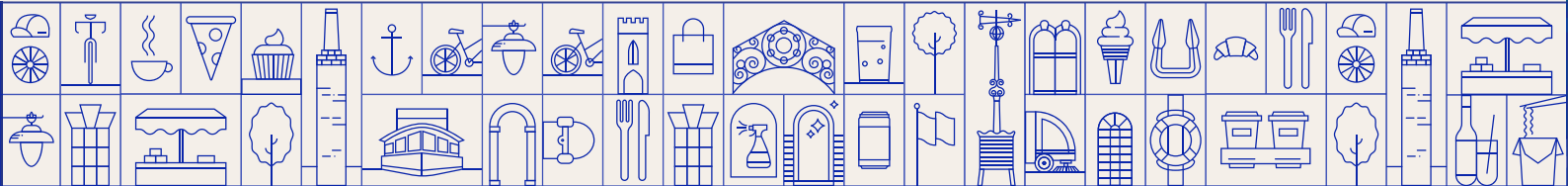
EXTRACT FROM BID LEVY RULES.

- Every BID has to establish its own levy rules,these are available on our website bristolcitycentrebid.co.uk
- The BID levy payable for each hereditament is 1.5% of the rateable value.
- No hereditament will pay the levy if its rateable value is less than £25,000.
- The term of the BID is 5 years commencing 1st November 2022 and ending on 31st October 2027.
- A cap on the annual levy payable for any single hereditament is set at £20,000.
- A cap on the levy payable by any single legal entity is set at £40,000.
- Registered charities will pay a levy of 0.75% for any hereditament that does not primarily operate as a retail or other trading premises.
- Hereditaments within the Harbourside managed public space that pay a management fee to cover the provision of services that will also be delivered by the BID will pay a levy rate of 0.75%.

A BROAD BREAKDOWN BY SECTOR OF THOSE CONTRIBUTING TO THE BID



- Office 49.5%
- Hospitality & Leisure (inc. bars, restaurants, attractions and hotels) 31.5%
- Education (inc. Universities and language schools) 3.5%
- Personal Care (inc. hairdressers, beauty and spa) 0.5%
- Public Sector (inc. hospitals, police, council) 4%
- Retail 10%
- Other (inc. vacant units and car parks) 1%



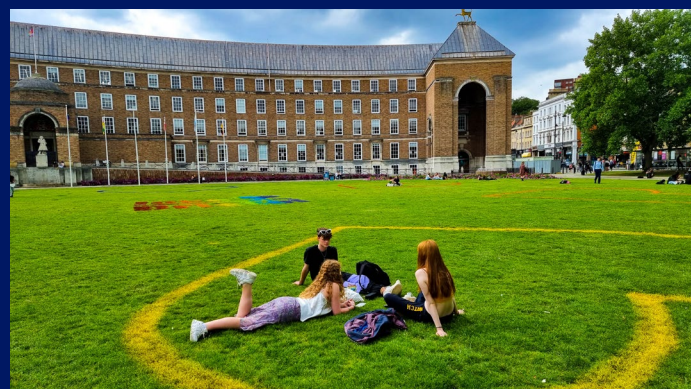
YOUR ROLE IN OUR RENEWAL

HOW DO I HAVE MY SAY?

To ensure that the BID's plans for the next five years fully support and reflect the requirements of its levy payers, there is a consultation period where all businesses will have an opportunity to offer feedback.

The consultation process began in early January and this prospectus brings together our recommendations for the next five years for discussion with all businesses. Between April and July we will be visiting and consulting with all levy paying businesses to develop a business plan that reflects these consultations.

The full business plan will be available for review in July 2022.



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?

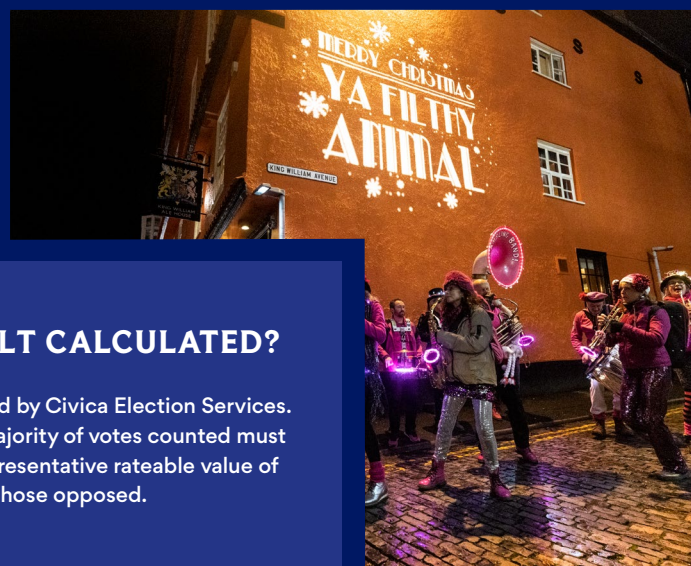
The ballot process is managed by Civica Election Services. For a successful ballot, the majority of votes counted must be in favour, and the total representative rateable value of those in favour must exceed those opposed.

WHEN AND HOW ARE RESULTS ANNOUNCED

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

WHO DO I CONTACT WITH QUESTIONS OR TO ARRANGE A MEETING ABOUT THE PROSPECTUS AND OR BALLOT?

Vicky Lee, Head of Bristol City Centre BID: vicky@bristolcitycentrebid.co.uk Tel: 07849 803 795
Paula Ratcliffe, Business Liaison Manager: paula@bristolcitycentrebid.co.uk Tel: 07591 950398



YES! BECAUSE

Without Bristol City Centre BID £5 million+ would not be invested back into our city centre. This would be a huge loss for Bristol as there are no other organisations that can coordinate, deliver, and support the city's businesses in this way.

YES! BECAUSE THE BID IS A CATALYST FOR A SAFER CITY

Investing to reduce, challenge and raise awareness on crime and anti-social behaviour to improve perceptions of safety in the city centre by day and at night.

YES! BECAUSE WE WILL ENHANCE THE WELCOME

Working with strategic partners and levy paying businesses to create a cleaner, greener city centre which invites increased investment and retains existing talent.

YES! FOR SUPPORT, REPRESENTATION AND CONNECTION

Working as a single point of contact, representing levy payers, leveraging investment, influencing strategy, creating a business community.

YES! FOR PLACE MARKETING FOR THE CITY CENTRE

Innovative campaigns, activations and partnerships showcasing Bristol.

VOTE 'YES' BECAUSE...

HOW DO I VOTE?

1. BALLOT PAPERS SENT BY POST 1 SEPTEMBER 2022



2. VOTER TO COMPLETE THE REQUIRED DETAILS



3. PUT YOUR CROSS IN THE VOTING BOX



4. PLACE THE BALLOT PAPER IN THE PRE-PAID ENVELOPE PROVIDED AND POST BEFORE 29 SEPTEMBER 2022



KEY DATES

1. Ballot papers sent by post **1 September**
2. Voter to complete the required details
3. Put your cross in the voting box
4. Place the ballot paper in the pre-paid envelope provided and post before **29 September**

If you do not receive a ballot paper by **6 September**, or if you lose it or need another copy, please contact vicky@bristolcitycentrebid.co.uk / 07849 803 795 as soon as possible.

Ballot papers will be posted on **1 September**

Ballot papers **MUST** be received at Civica Election Services by **29 September** in order to be counted.

The ballot result will be announced on **Friday 30 September 2022** or as soon as it is received from the ballot holder.

TESTIMONIALS

“

Bristol Light Festival is a safe, family friendly event that helps to make the city a busy, sociable space for everyone - including staff at the start and end of shift. Making the city safer at night for families and older people means less drunkenness, less violence, less people needing hospitalisation.

DR ANNA FARTHING
Arts Programme Director
University Hospitals Bristol and Weston NHS Foundation Trust

“

Evidence of Bristol City Centre BID seems to be everywhere you look now in Bristol, and their work is enabling bold new initiatives in our city supporting the economy, demonstrating the contribution it can make to our collective success.

HELEN MCGEE
O2 Academy

“

We were in full support of Bristol City Centre BID during its development, and over the past five years we've seen it progress and deliver great improvements. As well as developing a real identity for the city, it has invested to maintain and enhance the city's overall offering.

ANDREW PICK
Director KPMG

“

The University of Bristol is very much invested in Bristol's success and is in full support of Bristol City Centre BID. Our students and staff benefit greatly from the improved management and promotion of Bristol City Centre as a safe and welcoming city.

MATT BIRCH
Director of Sport, Exercise and Health

“

We at No.1 Harbourside are super happy to be part of Bristol City Centre BID and TAP for Bristol. The project raises money to support vulnerable people on the streets, an issue we are very aware of as a city centre business. The TAP point in our window is a visible way in which we can work with our local community and help generate funding for the charity.

ANNA BLIGHTMAN
Brand, Marketing & Events Manager

“

We wholeheartedly support the renewal of Bristol City Centre BID and have witnessed first-hand the significant improvements this investment has made and also leveraged for the city centre of Bristol. It is directly in businesses interest to have a strong and very effective role in improving the spaces and places in which they operate. Bristol City Centre BID does exactly this, delivering a business driven prospectus of improvement through strong public & private partnership working.

JAMES DURIE
Chief Executive of Bristol Chamber of Commerce & Initiative
and Executive Director of Business West

“

Over the past five years I have seen the benefits of Bristol City Centre BID, with new events, and projects and particularly their constant support during the Pandemic. They have brought the city's business community together and helped put Bristol even more firmly on the map.

KEVIN STOKES
Hyde & Co Group



HAVE YOUR SAY. CONTACT US

Vicky Lee, Head of Bristol City Centre BID

vicky@bristolcitycentrebid.co.uk

07849 803 795

Paula Ratcliffe, Business Liaison Manager

paula@bristolcitycentrebid.co.uk

07591 950 398

FOLLOW US



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