

Bristol City Centre Business Improvement District

Annual report 2017-18



What is a BID?	2
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Introduction	3
The BID area	4
Governance and transparency	6
Key steps	8
Organisation structure	9
Engaging our levy payers	10
BID strategic partnerships	11

The first 12 months	12
The five key themes	14
Planning and delivery	15
Placemaking project	16
Street cleansing	17
Christmas lights	18
On-street antisocial behaviour	20
Safety	21

Governance and expenditure	22
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Future for the BID	23
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What is a BID?

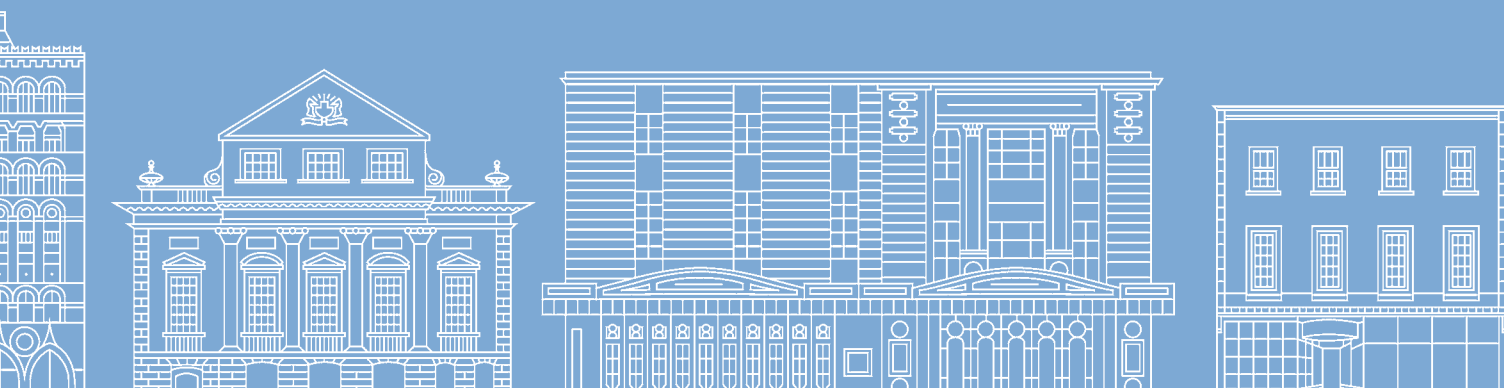
A Business Improvement District (BID) is a defined area where, following a ballot, business ratepayers agree to pay a levy into a fund for a fixed period of time (2017 to 2022 for the Bristol City Centre BID).

Specific agreed initiatives are delivered by the BID that substantially improve the area for business.

There are over 300 BIDs in the UK, generating more than £750m, all of which is invested in delivering local improvements for business. BIDs are led by their levy payers. They cannot replace the baseline or mandated services delivered by the local authority.

The Bristol City Centre BID was developed through a two-year consultation period culminating in a vote in July 2017. This BID will continue until October 2022 and will deliver the initiatives outlined in the current business plan.

During 2022 there will be a further opportunity for levy payers to demonstrate their support through a ballot on the continuation of the Bristol City Centre BID for a further five-year term.



Introduction

The Bristol City Centre Business Improvement District (BID) is the largest and widest ranging of the six in Bristol.



Keith Rundle
Director of Operations

21

The Bristol City Centre BID has delivered 21 key projects during its first 12 months.

2019

Our major focus will be on working to reduce street-based antisocial behaviour and the impact of rough sleeping and public drug use on individuals and organisations.

This year we have been establishing solid foundations, developing and growing important relationships that will enable us to deliver best value for our levy payers over the next four years.

The Bristol City Centre BID is managed within the Destination Bristol family. This has significant benefits in helping us to build links and positive relationships within the city and also to maximise the benefits from our promotional activities and marketing spend.

At the end of its first 12 months the Bristol City Centre BID has delivered significant key projects. These include: the establishment of our ambassador team; a wide-ranging project to reduce street-based antisocial behaviour, public drug use and rough sleeping; improving waste management and cleansing; and articulating and advocating business interests to the city council and the police.

These initiatives will continue and expand in 2019 and have provided great learning that will assist in future developments and projects, some of which you can read about at the end of this report.

Over the next four years the Bristol City Centre BID will continue to work to introduce and manage initiatives that improve the city centre. In our first year we have developed positive relationships with Avon & Somerset Constabulary and Bristol Waste.

The city centre needs a shared vision and commitment to secure its future. There are opportunities for a positive partnership across the public and private sectors and the Bristol City Centre BID is keen to engage and work to address our current and future challenges.

Our primary challenge in 2019 will be to address street-based antisocial behaviour and we will be endeavouring to work with all those who care about our city. This started with our partnership with Caring in Bristol and we will continue to work on positive solutions for both individuals and businesses.

We are also continuing our ambitious initiative to develop an artist-led lighting trail for winter 2019-20. This will both leverage additional investment into our area and offer an iconic and sustainable event for all who live, work, visit and study in the centre of this great city.

Thank you to all who have engaged with us to ensure we remain focused on delivering for our levy payers. I look forward to hearing from and meeting many more of you in the next BID year.

The BID area

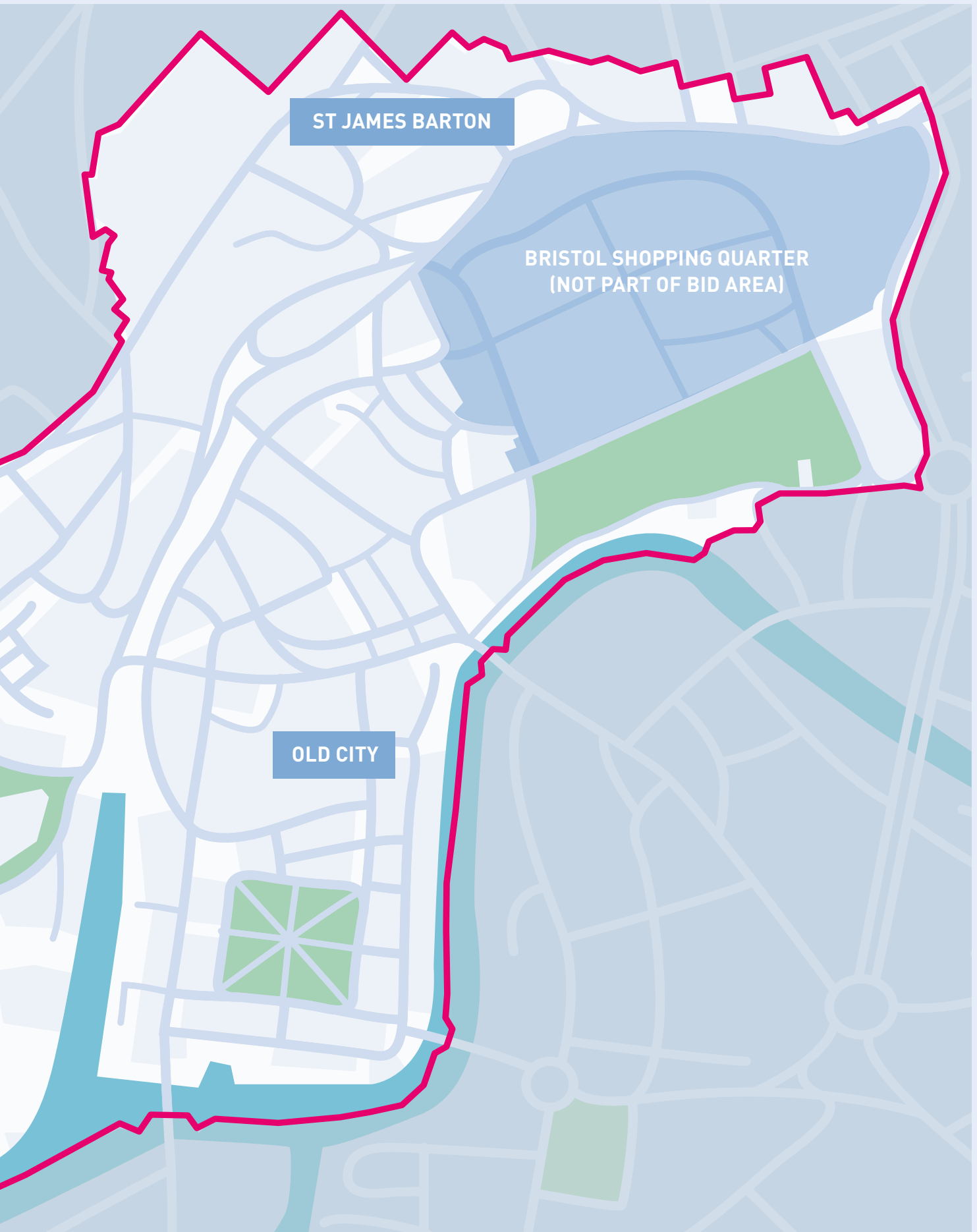
£1m

a year invested
in the BID area

760

levy payers in
the BID area





Governance and transparency

Advisory Board

Our Advisory Board meets quarterly to oversee and monitor the strategic direction and financial management of the BID. The Board is responsible for ensuring that the BID operates as part of a wider community and in the public interest.

The current members are

Donald Millar Immediate Media
James Woollam Hayes Parsons
Mark Sheridan Sanderson Weatherall
Helen McGee O2 Academy
Alex Gregory The Berkeley
Mark Payne The Bristol Hotel
Jenny Hutchinson The Bristol Hippodrome
Josh Harrison Wilko
Jacqui Goldstone Stanford's
Lynn Robinson University of Bristol (Chair)
Anna Farthing University Hospitals Bristol NHS Foundation Trust
Mark Runacres Avon and Somerset Constabulary
Councillor Kye Dudd Bristol City Council

Co-opted members

John Sisman Bristol Property Agents Association
James Durie Business West
Jo Hawkins Broadmead BID
Steven Priscott

Day-to-day delivery of the BID is delegated to the Operations Director who submits a report to the board at each of their meetings.

Representation on this board is available to all levy payers and is in proportion to each business sector's BID levy contributions.

The Advisory Board's full role is to:

- Represent the interests of all BID levy payers
- Advise and guide the BID team on projects and issues
- Advocate for levy payers on strategic issues
- Challenge the BID team and others where appropriate
- Provide expert advice and guidance
- Establish best practice and bring new ideas to the group meetings
- Positively support the BID manager and team and encourage success
- Identify and help shape solutions to the issues the BID area faces
- Advise on improvements to BID projects where appropriate
- Agree and monitor performance measures for the BID

The Bristol City Centre BID operates under the overall governance of the Destination Bristol structure. Destination Bristol is a not-for-profit company limited by guarantee – company number 03715280.

This model has been successfully utilised since the Bristol Broadmead BID merged into the Destination Bristol structure in 2008.



Solomon dashboard

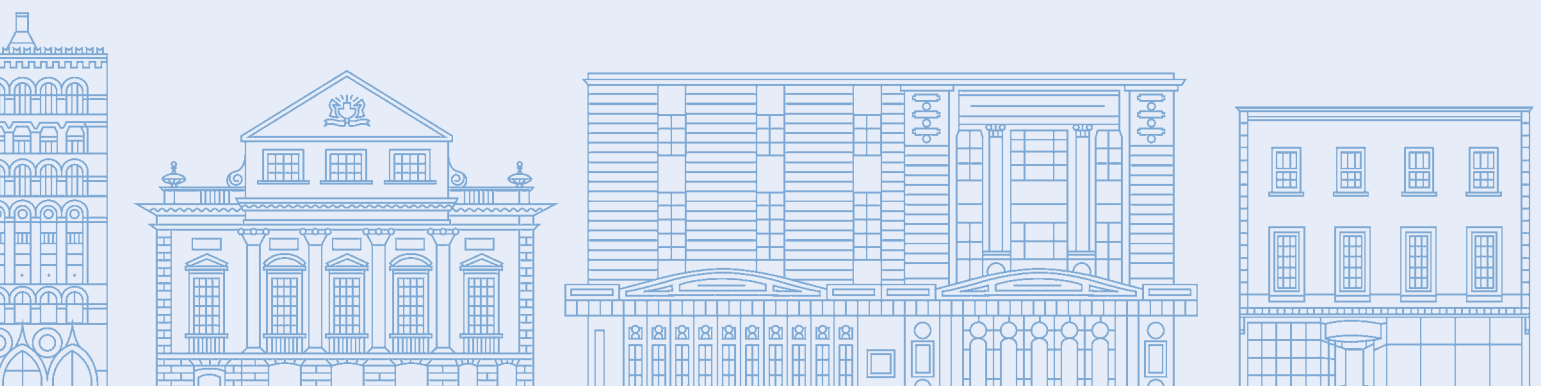


Dashboard

The Solomon levy-payer dashboard is a bespoke platform containing a mass of information on the area and the Bristol City Centre BID activity. It is a key tool to demonstrate our commitment to transparency in our activity and the support available to businesses.

Each levy payer has a user login which enables them to access their own customised dashboard. This includes a timeline of activities specific to that business, with details of contact they have had with the Bristol City Centre BID team and all subsequent actions that have been taken. There are also essential links to relevant information for each business, including contact points for Veolia, Street Link and Bristol City Centre BID team.

The Bristol City Centre BID is offering in-depth training for all levy-paying businesses to help them get the most out of the system.

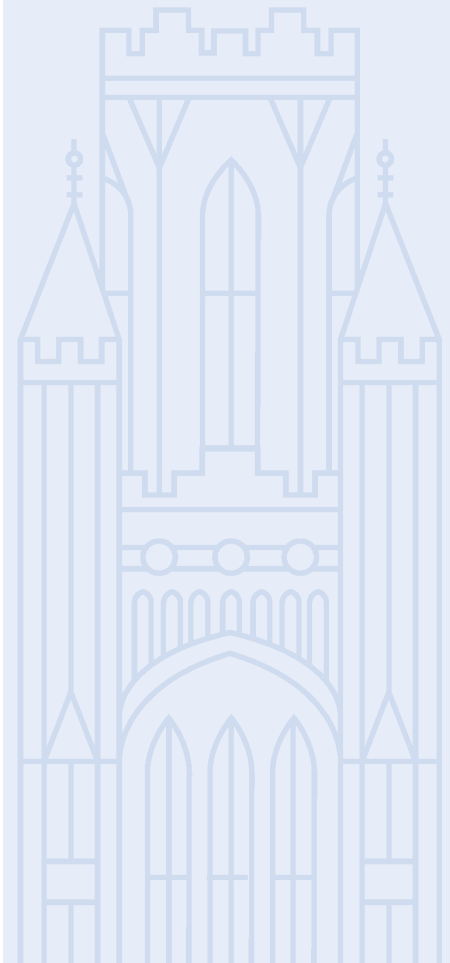


Key steps

We have focused on these four key building blocks in 2018. In our five-year project this will continue to be a work in progress as we help to improve the management of the city centre for the benefit of all who work, live, study and spend time here.

2017-18

**Engaging our
levy payers**



Building the team



**Planning and
delivering
the projects**



Building wider relationships



Organisation structure



Pauline Fenlon
Project Manager



Keith Rundle
Operations Director



Vicky Bunt
Project Manager



Sam & Martin
Safeguarding Marshals



Ann White
Streetwise Officer



Vivienne Kennedy
Social Media



James Ward, Iona Gibbons, Byron Jennings
Ambassadors

From January 2019 our newly recruited Marketing and Communications will be joining us.

Engaging our levy payers

We have endeavoured to make contact with the most appropriate people in each levy-paying business and organisation during this year.

This has been a challenging process and it will continue to build on the significant progress we have made. We will continue to improve and refine our contact data through 2019. Please do get in contact so that we can be more responsive to your needs. All levy payers have the BID's contact details on both the billing leaflet and the invoice itself. We are actively continuing to make individual contacts through many different channels.

Ambassadors

Our ambassadors are out in the BID area for the majority of their working day and are available to meet with and assist our levy payers.

Through nine months of activity there have been:

902 visits and interactions with levy payers

1,178 reports and resolutions of waste, antisocial behaviour, graffiti and rough sleeping

327 additional street-cleansing activities by the BID and its contractors

Newsletter/print & digital media

We have sent 25 e-news updates to our 990 subscribers (980 represent levy paying businesses/organisations). These have covered our activities and development of the BID projects.

The Bristol City Centre BID has been increasingly successful through the year in securing media coverage on a variety of topics including opposition to parking charge increases, Christmas lights, retail challenges and rough sleeping. We have worked with Bristol 24/7, Bristol Post and others, and conducted interviews with BBC Radio Bristol.

Safeguarding Marshals

Our marshals have been on the city's streets from midnight to 5am every weekend since 8 December 2017. They have built good relationships with both those levy-paying businesses that are open at that time and with the police and Bristol Street Pastors.

They have assisted around 200 people as well as defusing tension and reducing disorder on the streets. They are the only visible street presence once the police cease their street patrols at around 3am.

Sponsorship activity

In 2017 we linked up with Bristol Grand Prix and Let's Ride to launch a successful competition for levy payers to win sponsorship of the races and events. This competition was a great way to engage the interest of levy payers and enabled us to extend our reach to and contact with levy payers with whom we had not previously had the opportunity to meet and work-.

The event offered television and digital media coverage for the successful levy payers as well as placing their brand in front of the thousands attending on the day. The winners of this competition were Lobster Pictures, Hayes Parsons and Bupa.

Events

We have held a number of events among the most successful of which were social media workshops and addressing the challenges of rough sleeping.

These events are intended to inform and help levy payers and we have plans to hold events that provide information and training in areas including first aid, marketing initiatives and counterterrorism briefings.

BID strategic partnerships

The Bristol City Centre BID has developed strategic partnerships to deliver our projects and initiatives. By working with partners we maximise the impact and value of our work.

Best value for levy payers

- Solomon (levy payer dashboard)
- Veolia

Tackling waste & street cleansing

- CGRS – industrial street cleansing specialists
- Bristol Waste
- Bristol Bike Project

Night-time economy

- Purple Flag
- Nitewatch
- Bristol Street Pastors

Key partnerships

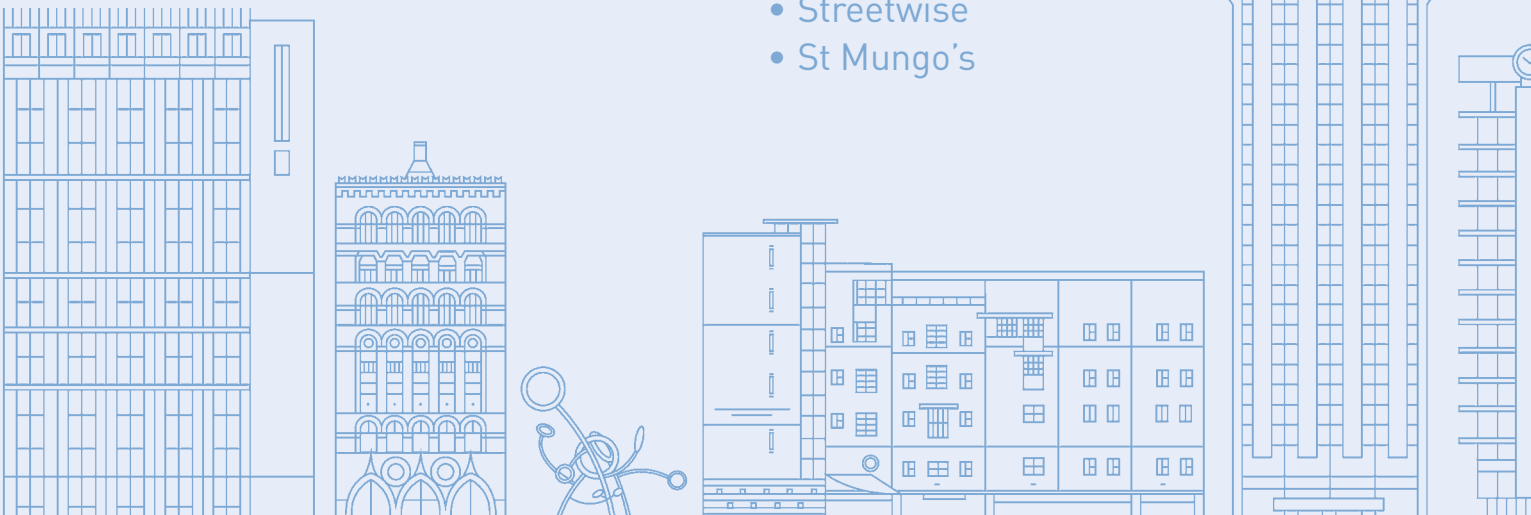
- Bristol City Council
- Avon & Somerset Constabulary
- Crimestoppers

Marketing

- Visit Bristol
- Destination Bristol
- Bristol Grand Prix cycling
- Bristol Post
- Bristol 24/7
- Bristol Property Live
- Bristol Life

Rough sleeping

- Caring in Bristol
- Streetwise
- St Mungo's



Bristol City Centre BID

The first 12 months

In 2017-18 the Bristol City Centre BID has made significant progress in establishing itself as a driver for change.

November

- The Bristol City Centre BID goes live
- Operations Director & Project Manager in post
- Delivery of Christmas seasonal lighting
- Delivery plan developed from prospectus and business plan
- First Advisory Board meeting

January

- Ambassador team appointed
- Recruitment process for second project manager
- Levy payer engagement meetings commence
- Stakeholder relationship with police and council
- Second Advisory Board meeting
- Budgets set and agreed for projects
- Engagement with city council on rough sleeping and street-based antisocial behaviour

March

- Communication strategy agreed
- Trials of cleansing equipment
- Tender document for collaborative waste contract sent
- Purple Flag (night-time) assessment
- Christmas lights review 2017/plan 2018
- Event development with night market
- Ambassador showcase: public engagements

December

- Safeguarding marshal scheme launches
- New website developed
- Billing enquiries and resolution
- Development and recruitment of BID Ambassadors
- Bespoke levy payer dashboard (Solomon software) purchased
- Social media support appointed
- First BID levy payments transferred to BID

February

- Development work on collaborative waste contract
- Ambassador showcase: public lunchtime engagements
- Appointment of second project manager
- Development of marketing and communications strategy
- Programme of sharing learning with other BIDs

April

- Lighting trail 2019 development programme
- Advisory Board meeting
- Graduate internship development
- Finalisation of collaborative waste contract
- Engagement and development of Bristol Grand Prix
- Initial cleansing proposal tendered

May

- Development of perception survey
- Partnership begins with Incredible Edible
- Objections submitted to the council's parking proposals for city centre
- Marketing initiative: Eat Drink Bristol 24/7
- Engagement with Gromit Unleashed 2
- Partnership with Visit Bristol developed
- Taxi safety initiative commences
- Support package for Street Pastors agreed
- Development of marketing pilot for Park Street and Queen's Road
- Marketing manager recruitment begins – cancelled at shortlisting stage

July

- Advisory Board meeting
- Art is Central event
- Bristol Grand Prix
- Social media workshop programme launches
- Marketing delivery and planning commences
- Gromit Unleashed 2 engagement and promotion
- Vacant property cleansing and improvement commences
- Letter from Advisory Board to Chief Constable and Mayor regarding street-based antisocial behaviour

September

- Bristol Waste selected as cleansing partner
- Finalised specialised marketing programme for Park Street and Queen's Road
- Business engagement during universities' welcome weeks
- Objections submitted to 14 city council street trading concessions
- Future of High Streets workshop

June

- Deep cleansing pilots commence through CGRS
- Development of rough sleeping and street-based antisocial behaviour initiatives
- Revised marketing delivery plan agreed and delivered
- Bristol Grand Prix competition launches and awarded
- Street cleansing SLA developed
- Launch of levy payer dashboard on Solomon
- Drug safety testing initiative considered and approved
- Initiation of incident recording research
- Ambassadors' welcome event: University of Bristol

August

- Ambassador welcome event with University Hospitals Bristol NHS Foundation Trust
- Waste hotspotting programme
- Cycle removal scheme commences
- Development of Caring in Bristol partnership
- Joint working with PCSOs commences
- Recruitment process for Streetwise officer
- Development of winter street animation programme
- Digital and print marketing initiative for new student arrivals
- Work experience development and engagement

October

- Business breakfast regarding street-based antisocial behaviour and rough sleeping
- Preparation for annual report and meeting
- Purple Flag promotional activities
- Advisory Board meeting
- Final development work of handbook and poster with Caring in Bristol
- Review of city radio scheme

The five key themes

These themes run through all projects and provide the framework for everything the Bristol City Centre BID does.



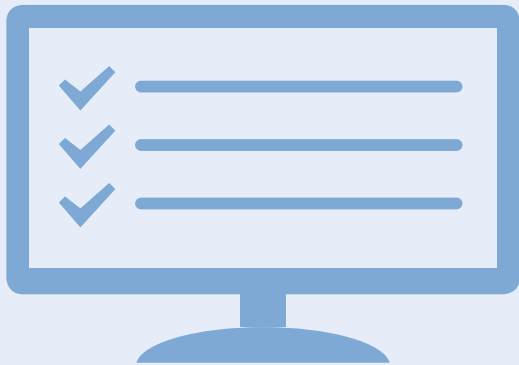
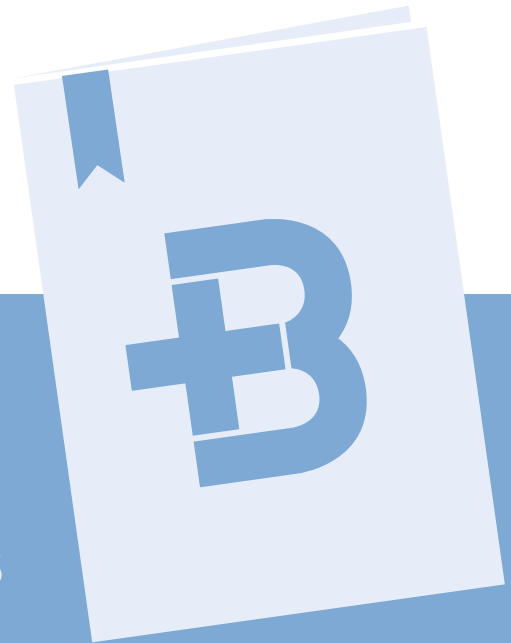
Planning and delivering the projects

Under the key themes, we developed specific projects.

On the following pages are a selection of those initiatives.

29

projects in our prospectus



21

projects delivered
and now daily
business

5

projects
in progress



4

projects
pending



The Bristol City Centre BID's first major placemaking project

In collaboration with local businesses, the Bristol City Centre BID commissioned a 2018-2022 marketing strategy for Park Street and Queen's Road.

Initially this launched through the creation of a new brand identity for the area, which took its inspiration from the area's unique attributes, including the iconic architecture and cultural heritage, as well as the everyday activities and wide range of things to see and do. The branding was initially introduced as graphics on vacant units, improving the look, feel and welcome of the area, followed with a range of branded merchandise.

Speaking about the project, Operations Director Keith Rundle said: "Online shopping, changing consumer behaviour and the impact of this on the retail landscape nationally is well documented. The Bristol City Centre BID is committed to supporting all businesses including those in the Park Street and Queen's Road area. Our strategic thinking focuses on the importance of 'placemaking' as people increasingly look for things to 'do' rather than just merely 'going shopping.'"

The branding promotes the depth and range of experiences on offer in the area to support footfall, dwell time and spend.

The launch of the brand was supported by a winter marketing campaign focusing on reasons to visit the city centre. Content was driven by a calendar of Christmas events delivered by the BID including more festive lights than ever before, a light-themed installation on College Green and film effect Snow Moments, all of which attracted great media interest and exposure for the area.

Queen's Rd – before



Queen's Rd – after



Park St – before



Park St – after



Tackling waste and street cleansing

In early 2018 we began to develop a collaborative waste contract using the expertise of a levy payer, Eunomia.

Collaborative waste contract

This was a key element of the prospectus and had to deliver great value for our levy payers while having the potential to reduce vehicle movements in the BID area. There are currently more than 10 commercial waste providers in the city centre and all bring more than one vehicle into the centre on a daily basis. The aspiration of many levy payers was to improve air quality and reduce congestion by the development of this collaborative waste contract.

Following a competitive tender process the contract was awarded to Veolia and we work closely with them to ensure that this contract works well for levy payers. The adoption of this contract is good with a very high take up in parts of the BID area.

Cleansing contract

Street cleansing is an area in which we have invested considerable time and research to ensure we secure best value. The city council (in its contract with Bristol Waste) is responsible for street sweeping and litter removal (including fly-tipping) and the BID will only be delivering services in addition to the city council's contract.

We have trialled a range of different cleansing machines and methods to ensure that we understand what needs to be delivered. Our activities include commissioning chewing gum removal and deep cleaning in Park Street and Queen's Road, and deep cleaning in the Old City. The prime lesson is that chewing gum removal is currently prohibitively expensive and cannot be delivered across the BID area – this is due to a combination of the cost of delivery and the reappearance of chewing gum, particularly in 'smoking areas'.

We have now agreed a permanent cleansing contract with Bristol Waste and delivery of that is now imminent.



Street cleansing – before and after



Graffiti removal – before



Graffiti removal – after

Christmas lights 2018

For much of 2018 the BID has been developing the design and delivery of new Christmas lights and a programme of events for the area.

Traditional lights

This year we have completely revised the Christmas lighting plan for the BID area. Working with industry experts LITE Ltd, the BID has paid for the upgrading and renewal of the existing offer. We expanded the scheme to benefit more levy payers and distribute the Christmas lights more evenly across the City Centre BID area, bringing them to streets that have never before featured in the displays.

This work is in response to feedback from our levy payers who asked us to improve seasonal lighting, making the city centre more welcoming and improving the look and feel of the streets.

The installation was created with a view to maximise the city's outdoor spaces which can often be overlooked in the winter months, showcasing them as places full of creative potential. By playing with light in an original, immersive way, College Green gained a new winter identity.

The project was created as a collaboration between Bristol creatives The Photon Factory, Team Love and Shape Studio. This installation is an exciting introduction to a bigger light trail for 2018-19 which will take place in different locations within the City Centre BID area.

We will keep you up-to-date as this develops through 2019.

Cityscape

We are delighted to have been part of the team that delivered this exciting and innovative light installation project in addition to the traditional Christmas lights. 'Cityscape' was an interactive light structure conceived, designed and made in Bristol which offered locals and visitors something different to engage with at this time of year.

In December visitors were able to create their own unique sensory experience that mirrors the thriving creativity of Park Street and the wider city centre area. Using nine wooden sculptures designed to mimic a cityscape, ranging in height and shape, each visitor created their own story as they walked beneath the installation.

The visitors themselves formed a crucial part of this piece. Each sculpture featured a motion sensor light bar that reacted to movement and recorded each person's movement across the green. The sculpture replicated the path that the previous person took, leaving an imprint of their visit.

Light beacons

In addition to Cityscape, the Bristol City Centre BID delivered five vertical light beams, positioned on the roofs of iconic city centre buildings. This ambitious idea looked to establish light at key locations, brightening these previously dark spaces. The beacons were switched on at the same time as 'Cityscape' and continue to illuminate the sky, creating pillars of light until late December. #BristolBIDlights



Cityscape

BID Christmas Lights 2018 in numbers

- [Lights switched on at 4pm on Thursday 15 November](#)
- [1,700 metres of UK manufactured festoon lights](#)
- [Each globe contains number 5 ultra-bright LEDs](#)
- [25,500 LEDs used in this installation](#)
- [13 amps Total power used, with the latest low-energy technology](#)
- [460 hours Total man hours to install the display](#)

#ChristmasinBristol

Snow Moments

We took it upon ourselves to arrange a white Christmas for Bristol City Centre. Starting on 1 December, film effect artificial snow began falling on Millennium Promenade and Cathedral Walk and did so for a week at the same time each day. The event attracted families and couples to join in the festive entertainment and visit the local businesses.

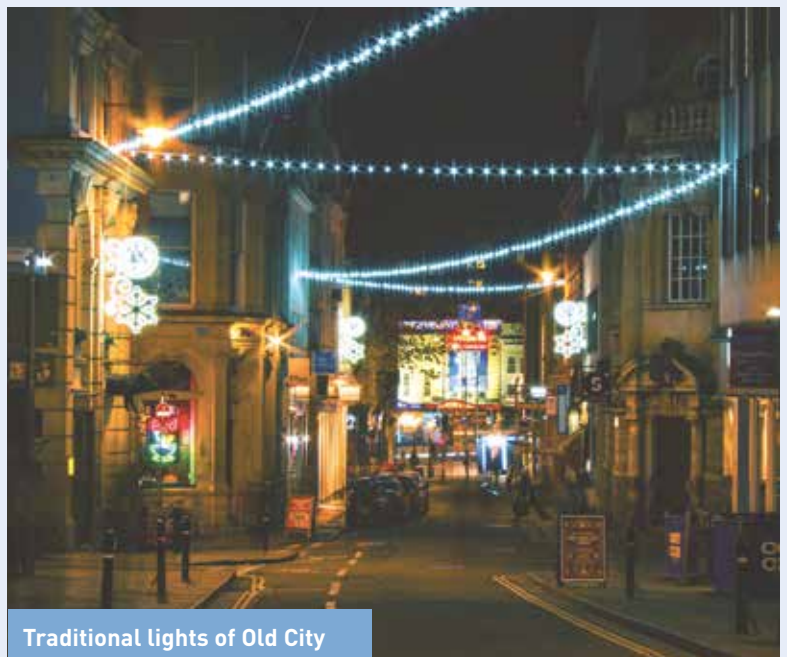
This was an opportunity for all city users to enjoy a unique festive experience in the City Centre and encourage visits to local businesses and shops nearby for tasty treats and Christmas shopping. The events attracted much media interest and resulted in online, TV and radio coverage. #SnowinginBristol



Snow Moments

Projection

The Bristol City Centre BID supported a projection on 8 December on Corn Street that celebrated the 275th anniversary of St Nicholas Market. Working with LIMBIC and St Nick's Market, this projection is a preview of a bigger project for the exiting 2018-19 light trail.



Traditional lights of Old City

"This is the first time College Green has been transformed during the winter months in this way. We're grateful to Bristol Cathedral and to the city council for allowing this exciting project to take pride of place on College Green. We hope it will bring light and fun for everyone in our city to enjoy through December" – Keith Rundle

On-street antisocial behaviour

On-street antisocial behaviour and rough sleeping are a constant concern for us all. The reasons for rough sleeping are complex and quite often specific to the individual concerned.

The Bristol City Centre BID recognises this and works with the Streetwise project, Caring in Bristol and other stakeholders to tackle these key challenges facing the city centre.

Staying Streetwise

Streetwise is a Bristol City Council-managed, multi-agency approach to reduce aggressive antisocial behaviour. Trained officers tackle begging, persistent rough sleeping and street drinking. The Bristol City Centre BID is a key supporter of Streetwise and has funded an additional Streetwise officer to work solely in the BID area. We are grateful to the team at Pamela Neave for their help in securing a great candidate.

Our new Streetwise officer adds capacity to this important service, making the city's streets safer and more welcoming for everyone.

Caring in Bristol

In September the Bristol City Centre BID funded a reprint of Caring in Bristol's Survival Handbook for distribution across the BID area. This essential pocket-sized guide provides information on services available to help those wishing to move towards a safer way of life. This resource is free to both levy-payers and those living on the streets across the area.

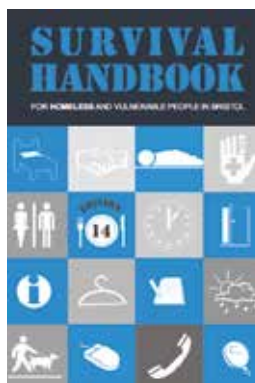
The BID is engaged in the dialogue between city centre partners to understand the challenges faced by local businesses and explore potential solutions. This is a complex challenge that will take time to resolve. Our first business breakfast was held in October, with an expert panel advising businesses and answering their questions on the challenges we all face in tackling this complex issue.

During the winter period the Bristol City Centre BID will work on a coordinated campaign with Caring in Bristol. The partnership will provide crucial support to those rough sleeping in Bristol.

Case study

St James Barton

St James Barton roundabout is the first thing many visitors see when they arrive in the city. The Bristol City Centre BID understands the challenges of operating a business in this area and the impact antisocial behaviour can have on the experience of residents and visitors. In partnership with Avon & Somerset Constabulary, our Ambassadors and our Streetwise Support Officer are identifying persistent, aggressive begging and antisocial behaviour, and taking action when it is needed.



Safety

The City Centre BID is working with key partners and delivers initiatives to keep you safe.

The City Centre BID Safeguarding Marshals

Our two Safeguarding Marshals patrol each Friday and Saturday between midnight and 5am. Additional patrols are scheduled where necessary, such as Christmas. They are a visible presence and engage with levy payers, the police and the Bristol Street Pastors (who are also supported by the BID) to enhance safety in the night-time economy. They primarily cover the Triangle, Queen's Road, Park Street, Frogmore Street and Canon's Road with other areas also benefiting during the night. Their main role is to be seen and to be available to help people who have become vulnerable while visiting the city centre venues by offering appropriate assistance and advice to them.

Bristol Purple Flag

The BID supports and helps to coordinate Bristol's Purple Flag award, which was successfully renewed in 2018. This international accreditation recognises excellence against a set of standards representing a safe and diverse nightlife. Read more about Bristol Purple Flag status on our website.

Safeguarding

- 474 incidents of disorder were recorded and shared with Avon & Somerset Constabulary
- Our Safeguarding Marshals assisted 352 individuals
- Queen's Road/the Triangle and Park Street/College Green were the areas with most recorded incidents

Taxi safety

We have worked with Avon & Somerset Constabulary, Bristol City Council Licensing, BLTA (Bristol Blue Licence Taxi Association) and Purple Flag to ensure all city users stay safe when using taxis. Leaflets are available in key locations for all users and the police campaigned about this important topic during the busy Christmas period. More information about the campaign can be found on our website.

Operation Balsa

We have supported the promotion of increased police activity on the key issues affecting the night-time economy in Bristol City Centre. This activity, under the banner of Operation Balsa, is a great opportunity to help night-time businesses and talk about topics such as drugs and knife crime, taxi safety, persistent begging and antisocial behaviour, sexual assault, water safety and theft. For more information about Operation Balsa and contact details, please visit our website.



Expenditure

Finance table	Year 2017-18	Prospectus budget
Income		
Levy at 1.5%	1,044,699	1,152,000
Other income	7,142	60,000
Total	1,051,841	1,212,000
Expenditure		
Improving the welcome	157,161	200,000
Improving the look and feel	162,088	193,000
Improving safety	94,428	235,000
Promoting our success	138,255	182,000
Always acting in your best interest	100,687	125,000
Management and overheads	86,315	182,000
Contingency and loan repayment	108,234	95,000
Total	847,168	1,212,000
Carry forward*	204,673	

*all carry forward monies will be spent in the 2018-19 BID year.



The future for the Bristol City Centre BID

After a successful first year building the foundations for delivery, the Bristol City Centre BID is planning the improvements it will make during 2018-19.





All activity will continue to be driven by the five key themes.

In addition to the projects outlined in this report, in 2018-19 the Bristol City Centre BID will:

- Develop new campaigns to promote the city centre
- Work in partnership to tackle rough sleeping and on-street antisocial behaviour
- Develop a new seasonal lighting trail for December 2019-January 2020
- Secure additional funding streams to support this work and generate additional funds by leasing the lighting installations to others
- Continue to develop and refine the street cleansing contract with Bristol Waste
- Address the impact of vacant properties
- Improve incident recording for businesses, including creating a direct entry system to reduce time used in calling police and council to report issues
- Invest in a street-greening project with Incredible Edible to place planters across the city improving the look and feel of the streets
- Seek to secure CIL investment for the Bristol City Centre BID area that will deliver public toilet provision in the city centre

You can find out more about the Bristol City Centre BID
at www.bristolcitycentrebid.co.uk

Keep in touch

     Bristol City Centre BID
#CityCentreBID

