

BRISTOL CITY CENTRE BID

ANNUAL REPORT 2018/19

B BRISTOL CITY CENTRE
Business
Improvement
District

INTRODUCTION

'As the Bristol City Centre BID's second year draws to a close, I can reflect upon 12 months characterised by consolidation and focus. The BID team has worked hard to deliver many significant projects that support our mission and key objectives. You can read all about these projects on pages 10-17.

The BID has initiated many relationships that help us to deliver our strategic objectives. I am particularly proud of our deepening relationship with Caring in Bristol; £28,500 was raised in partnership with them to support the Caring at Christmas campaign 2018. The TAP for Bristol initiative launched in September 2019, aims to make Bristol the city that solves homelessness. You can read more about our strategic partnerships on page 9.

The BID continues to focus on making the city centre more attractive and welcoming. We delivered 7,000 hours of additional street cleansing in 2019. Our waste contract has resulted in 98% of businesses increasing their recycling rates whilst making a cost saving of 40%. This year we have launched a fleet of three cleansing vehicles, the most iconic being a repurposed milk float! Our Safeguarding Marshals spent over 1,000 hours on the streets keeping people safe at night and making the city more welcoming.

As well as maintaining and developing the projects initiated since 2017, our focus for 2020 is working with the police to reduce business crime and initiating the Bristol Light Festival that will leverage investment into our area. This iconic and sustainable event will appeal to those living, working and visiting the city. You can read more about this on page 18.

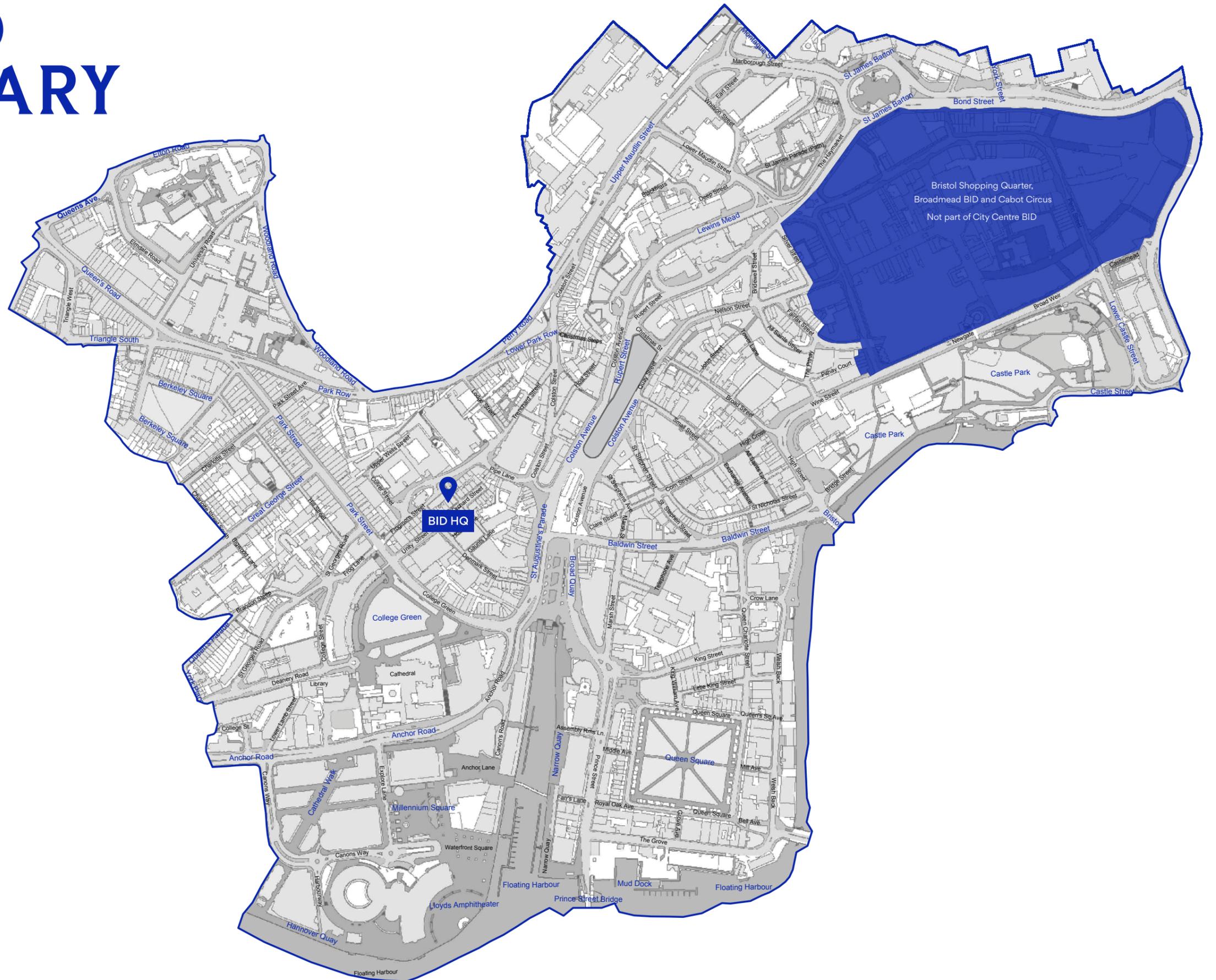
Thank you to all who have engaged with us to ensure we remain focused on delivering for our levy payers'.

K Rundle



Keith Rundle
Operations Director

THE BID BOUNDARY



This map represents the City Centre BID area. Its 763 levy payers have contributed to a £1.2 million additional investment that improves the area for all.

STRUCTURE

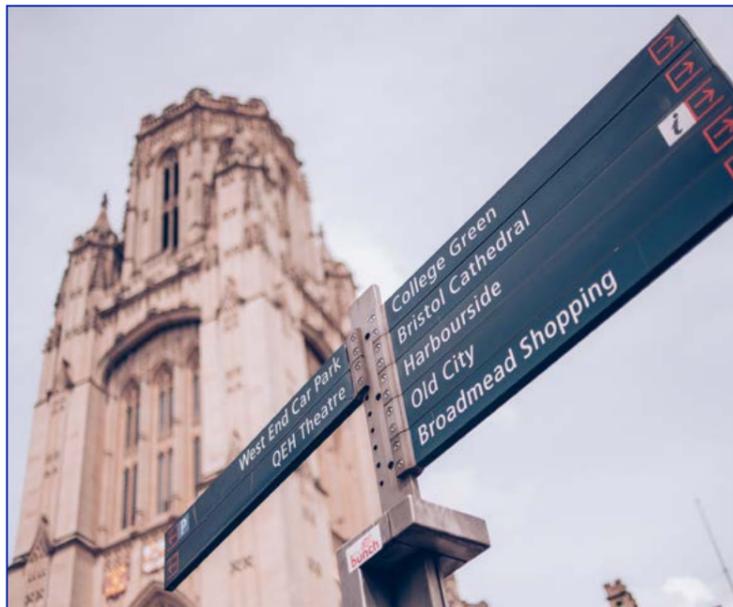
GOVERNANCE ADVISORY BOARD

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

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



CURRENT MEMBERS

Lynn Robinson
Bristol University

Donald Miller
Immediate Media

James Woollam
Hayes Parsons

Mark Sheridan
Sanderson Weatherall

Andy Pick
KPMG

Helen McGee
O2 Academy

Alex Gregory
The Berkeley

Paul Kemp
The Crown

Stephane Merle
Mercure Brigstow

Jenny Hutchinson
The Bristol Hippodrome

Josh Harrison
Wilko's

Jacqui Goldstone
Stanford's

Anna Farthing
University Hospitals Bristol NHS
Foundation Trust

Mark Runacres
Avon & Somerset Constabulary

Councillor Kye Dudd
Bristol City Council

CO-OPTED MEMBERS

James Durie
Business West

Jo Hawkins
Redcliffe and Temple BID

John Hirst
Destination Bristol

OUR TEAM



Keith Rundle

Operations Director



Vicky Lee

Project Manager



Pauline Fenlon

Project Manager (maternity)



Paula Ratcliffe

Business Liaison Manager



Iona Gibbons

Ambassador



Maria Crayton

Comms and Marketing Adviser



Jacki Fritz

Business Support Administrator



Ann White

Streetwise Support Officer

OUR MISSION

The City Centre BID exists solely to introduce significant improvements for the benefit of levy payers. Its aim is to ensure Bristol city centre is increasingly known for its safe, attractive and welcoming look and feel by all those who come to work, study, visit, and spend leisure time.

OUR KEY OBJECTIVES

**IMPROVE SAFETY**

Reduce crime & anti-social behaviour.

**PROMOTE SUCCESS**

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

**IMPROVE THE WELCOME AND FEEL**

A cleaner, greener city with improved access, planting and events.

**ACT IN THE BEST INTEREST OF ITS LEVY PAYERS**

Being a single point of contact, representing levy payer views, encouraging networking and delivering waste and recycling schemes.

OUR KEY PARTNERS

**BRISTOL CITY COUNCIL**

- Streetwise – reducing street based anti-social behaviour
- Business Crime Reduction Partnership
- City Centre Place Management group
- Bristol @Night Board
- Arts and Events Team (for Lighting Festival)
- Regular programmed meetings at senior management level

AVON AND SOMERSET CONSTABULARY

- Additional policing resources
- Taxi cop
- Business Crime Reduction Partnership

BRISTOL WASTE

- Dedicated City Centre BID Cleansing Team
- Weekly hotspot and cleansing tasking
- Clearing of fly-tipping and non-commercial street waste
- Monthly Operations meetings with senior management

CARING IN BRISTOL

- Reducing Rough Sleeping
- TAP for Bristol
- Survival Handbook

COMMS AND MARKETING

- Duchess Media
- Spirit PR
- Fiasco Design
- Rhombus Design

REVIEW OF 2018/19

TAP FOR BRISTOL

In September 2019 we launched TAP for Bristol in partnership with local homeless support charity Caring in Bristol, our aim; make Bristol the city that solves homelessness. Donation points have been installed in shops and cafés, allowing people to make a simple and secure donation using a contactless credit or debit card. All donations are managed through Quartet Community Foundation to ensure transparent monitoring and evaluation.



GREENING

Thirty-five new planters funded by Bristol City Centre BID and delivered by local charity Incredible Edible Bristol were installed by volunteers in June 2019. This is the first in a series of greening initiatives planned for the BID area. These pavement planters brimming with seasonal fruit, vegetables, herbs and flowers bring colour, cleaner air and an urban oasis for wildlife on Bristol's streets. Passers-by are encouraged to engage by picking the produce and sharing their thoughts using #greenerbristol.

BRISTOL STREET PASTORS

The Pastors helped more than 200 individuals between July 2018 and July 2019 and are looking to extend their operation to include Fridays. Bristol Street Pastors are a team of trained volunteers offering practical help, care and support around the city centre on Saturday nights, funded by Bristol City Centre BID. Their caring, protective presence helps to make Bristol safer at night and frees up the emergency services to focus on the true emergencies.

PURPLE FLAG

Bristol is a proud Purple Flag bearer in recognition of its work towards a more vibrant, welcoming, diverse and safer nightlife. We're able to retain this annual accreditation from the Association of Town and City Management thanks to a dedicated partnership of organisations, coordinated by Bristol City Centre BID, all working together to achieve the national standards of excellence for managing an evening and night-time economy.

SAFEGUARDING MARSHALS

Our Safeguarding Marshals have added 1100 hours of patrol time, they continue to help keep people safe on a night out, support local businesses and be visible. From midnight to 5am every Friday and Saturday (and other busy nights over the Christmas period and Bank Holidays) they work across the BID area as a reassuring and helpful overnight presence, diffusing tense situations and reporting and assisting with any incidents that occur.



CARING IN BRISTOL

We work with Caring in Bristol, a local charity delivering projects around homelessness to make a positive change for those sleeping rough in the city centre. We funded an edition of Caring in Bristol's Survival Handbook which is available to all levy payers. This provides essential information about the wide range of resources available to help those people who are sleeping rough. We also supported the annual Caring at Christmas project 2018 to reduce city centre rough sleeping during the Christmas period. This helped to raise an additional £28,500 from BS1 postcodes which was used to reduce rough sleeping in the BID area. Our partnership with Caring in Bristol continues through the new TAP for Bristol initiative.



FESTIVE PROGRAMME

Bristol City Centre BID's new festive programme aims to attract more visitors and encourage people to spend more time in the area. Highlights in 2018 included a month-long interactive light art installation on College Green, film-effect snowfall on Millennium Promenade and the Old City, and a specially curated light show on Corn Street celebrating 275 years of St Nicholas Market. Meanwhile, Park Street, Queen's Road, Old City and Centre Promenade twinkled from late-November beneath more than a mile of festoon lighting.

WASTE MANAGEMENT PARTNERSHIP

Our collaborative waste contract aims to offer a reliable and efficient waste service, increase recycling, reduce costs and reduce vehicle movements to ease congestion and improve air quality. In May 2018, Bristol City Centre BID negotiated a very competitively priced contract with Veolia which has been enthusiastically adopted across the BID area. Costs have fallen by an average of 40 per cent for businesses using the contract, with 98 per cent increasing their recycling rates.



BUSINESS CRIME REDUCTION

We have initiated Bristol's first Business Crime Reduction Partnership to highlight and address the significant crime that affects all local business. The partnership brings together the police, businesses and the city council. We will identify crime issues, collate information and intelligence about criminal activity, and agree response plans. DISC, an incident and information sharing system will be provided to businesses and we are working to secure additional Avon and Somerset Police officers to address the specific concerns of levy paying businesses.

STREET CLEANSING FLEET

Seven days a week our cleansing team are out improving the look of our fine city and responding to levy payer requests for a rapid cleaning response. Our team uses three dedicated specialist vehicles and began operating in February 2019. They deep clean pavements, doorways and street furniture. The fleet delivered an additional 4,000 hours of cleansing on Bristol's streets in its first six months.



LIGHT FESTIVAL PILOT

In 2018 we added an innovative light installation called “Cityscape” to enhance our seasonal lighting offer. The “Cityscape” light installation, located on College Green was conceived, designed and made in Bristol and offered locals and visitors alike something different to engage with at over the winter period.

(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.)

Press articles about the project were produced by both of Bristol’s major news outlets, with a combined reach of over a million readers with the installation visited by 5000 people over the period.



BUSINESS LIAISON MANAGER

This role was created in spring 2019 to develop our engagement and response to the needs of levy payers. Our Business Liaison Manager is the ‘advice centre’ for levy payers seeking guidance on a wide range of issues within the city. She has developed strong links within many sectors and has ensured our contacts within businesses are aware of events that may be disruptive – e.g. Extinction Rebellion and road closures. She is continuing the development of briefing and networking events such as those on Counter Terrorism and ‘Waking up to Waste’ which attract capacity audiences of between 40-60 attendees.



AMBASSADOR

Our full-time Bristol City Centre BID Ambassador is the eyes and ears of the BID, staying in regular, direct touch with businesses to help identify their issues, improve safety and make the area more desirable for everyone. Predominantly engaging with retail businesses, our ambassador carries out daytime patrols around the shopping areas on weekdays and weekends, visiting retailers and addressing their most pressing issues, including waste, graffiti and theft.

STREETWISE

Bristol City Centre BID has been funding its own Streetwise Support Officer since September 2018. Ann White joined an existing team of Streetwise officers at Bristol City Council and Avon and Somerset Police as an additional resource focusing solely on the City Centre BID area. Ann is levy payers main point of contact for street-based anti-social behaviour issues and has already helped 300 individuals and businesses in her first 10 months with us.

OLD CITY STREET PARTY

In June 2019, Bristol City Centre BID hosted its first annual Old City Street Party: a day of food, music and fun designed to boost Sunday footfall and engage people with Old City businesses. We reached a wider audience by making the event free to attend and linking to the final day of Bristol Food Connections.



MARKETING

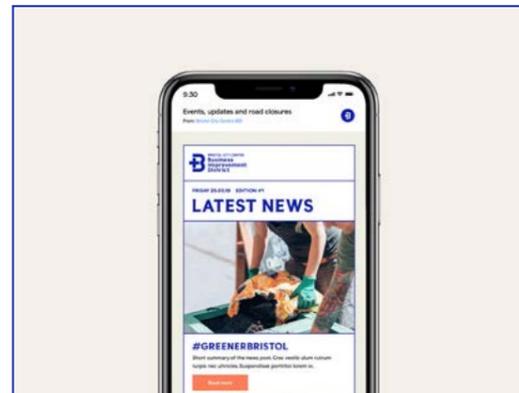
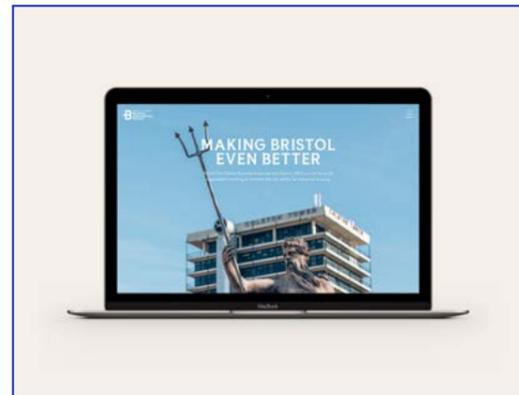
Through 2019 we adjusted our marketing focus to ensure we promoted the complete range of business activity in the city centre. We have secured articles in print media as well as utilising social media to ensure awareness of events and activity remained high.

The planned marketing activity is based on clear objectives, cost effective delivery and reporting results.

BRANDING

The strategic decision was made to develop consistent branding for the Bristol City Centre BID with the intention that its audiences (levy payers, strategic partners and the public) can identify with its purpose and feel invested.

Fiasco Design were appointed to deliver the brand alignment; ensuring coherent representation across all marketing channels and assets. This includes e-newsletters, large format graphics, 6 sheet poster campaign, printed leaflets, social media channels and the website.



DIGITAL

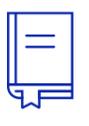
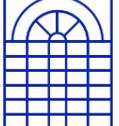
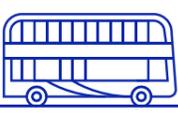
The new website was launched in September 2019. This was part of the brand alignment exercise, but principally delivers additional functionality. The website is the key communication tool for levy payers.

Designed and built by Fiasco Design, the CMS, SEO and analytics are managed in-house by the BID team.

A strategic decision to focus on key social media channels (Instagram, Facebook and Twitter) with content planning and analytics managed by Duchess Media.

PR

Spirit Public Relations were appointed in June 2019 to manage media press relations and the BID's LinkedIn profile. Their brief is to promote the BID's successes in delivering its key objectives.

 		PR AND SOCIAL MEDIA ACHIEVEMENTS		 	
	Positive print and online coverage of BID area and businesses reaching 320,000 VIEWERS AND READERS		10 ITEMS OF BROADCAST COVERAGE including Heart, BBC Radio Bristol and ITV West		
 	10,700 VIEWS of BID generated online video content through LinkedIn		INSTAGRAM FOLLOWERS +63%		
	FACEBOOK LIKES +200%		TWITTER FOLLOWERS +22%		
	GENERATING ALMOST 2.5 MILLION OPPORTUNITIES TO SEE				
					
					
        					

PLANS FOR 2019/20

BRISTOL LIGHT FESTIVAL

We have commissioned two renowned Bristol-based Creative Directors to build the Festival into an internationally recognised event over the next 3 years.

Its objectives are to address the concerns of levy payers and to increase the dwell time of visitors and residents in the area.

This City Centre BID initiative will bring colour, light and fun to city centre spaces each February.

Designed to make the city more welcoming and enjoyable for residents, attract visitors and boost the economy during a traditionally cold, dark, quiet month, the festival is an exciting addition to Bristol's winter calendar.

The City Centre BID's Light Festival partnership includes UWE's Digital Cultures Research Centre and the city council. A £15,000 grant has been awarded to evaluate the 2020 event and its wider impact. This will help to inform its future development.



CRIME REDUCTION

During 2019/2020 the City Centre BID will work to either secure additional police resources for the City Centre BID area or introduce a security ranger service to tackle those areas of crime and anti-social behaviour that are of most concern to our levy payers.

DATA DRIVEN DECISION MAKING

We have begun a feasibility study on the use of specific big data (mainly from EPOS and network providers) to enable businesses, organisations and the BID to make informed decisions. A similar project has been delivered in Bath enabling focused and targeted marketing as well as more appropriate deployment of resources.



INCOME & EXPENDITURE

FINANCE TABLE	YEAR 2018-19	PROSPECTUS BUDGET
INCOME		
Levy at 1.5%	£1,043,625	£1,152,000
Other income	£9,750	£60,000
Total	£1,053,375	£1,212,000
EXPENDITURE		
Improving the welcome	£199,629	£200,000
Improving the look and feel	£205,150	£193,000
Improving safety	£127,484	£235,000
Promoting success	£158,498	£182,000
Acting in your best interests	£116,229	£125,000
Management and overheads	£141,075	£182,000
Contingency and loan repayments	£83,233	£95,000
Total	£1,031,298	£1,212,000

