



PERFORMANCE REPORT

APRIL – JUNE 2022



WELCOME AND FEEL

CLEANSING

- **April:** The team deep cleaned outside the O2 Arena, Bristol Hotel and supported the Marlborough Hill Steps makeover by jet washing the stairs and walls, removing build-up of algae and other waste.
- **May:** Deep cleaning of the pavements outside University Hospitals Bristol, Triodos Bank, Central Library, Environment Agency, Lost & Found and Waitrose.
- **June:** The team will focus their deep cleaning around the Harbourside as the warmer weather will see an increase in visitors.
- Our pavement washer has provided over 634 miles of cleansing services in the past 10 weeks.

GRAFFITI REMOVAL

We continue to proactively identify and remove items of graffiti as well as responding promptly to levy payer requests for removal of items on their premises Between 1st April and 10th June the team has removed to date have removed over 380 tags from over 160 locations.

- **April:** 238 individual items graffiti were removed from 94 locations
- **May:** 91 individual items graffiti were removed from 53 locations
- **1-10 June:** 55 individual items graffiti were removed from 20 locations



TAP FOR BRISTOL

- Total raised to date:
 - **£59,994** contactless through TAP for Bristol devices.
 - **£2,851.50** Just Giving page
 - **£250** Single direct donation
 - **£5650** Belly Laughs Comedy Night
 - **Total £68,745 (as at 08/06/2022)**
- Currently there are 24 active donation points – 7 countertop devices, 17 window devices and an online Just Giving page. 7 of these units are within the Redcliffe & Temple BID area. These have raised as follows:
 - **April** £1,794
 - **May** £1,497
 - **June** £330 (as at 08/06/2022)
- Broadmead BID are in the process of arranging installation of a new donation point in the Tesco Metro site
- Discussing potential of re-purposing the two existing St Mungo's donation points to TAP for Bristol donation points



TAP FOR BRISTOL

Grant Funding: One25

Supporting Bristol's most marginalised women to move from crisis and trauma towards independence in the community.

Many of the service users face multiple disadvantages:

96%	Domestic or sexual violence
78%	Addiction
94%	Chronic mental health conditions
73%	Homelessness

Many of those experiencing homelessness are living in unsafe accommodation with violent perpetrators and are rough sleeping, sofa surfing or staying in night shelters.

A grant of £5k will support c.20 women with essentials items to enable them to build a home and an their own independence.



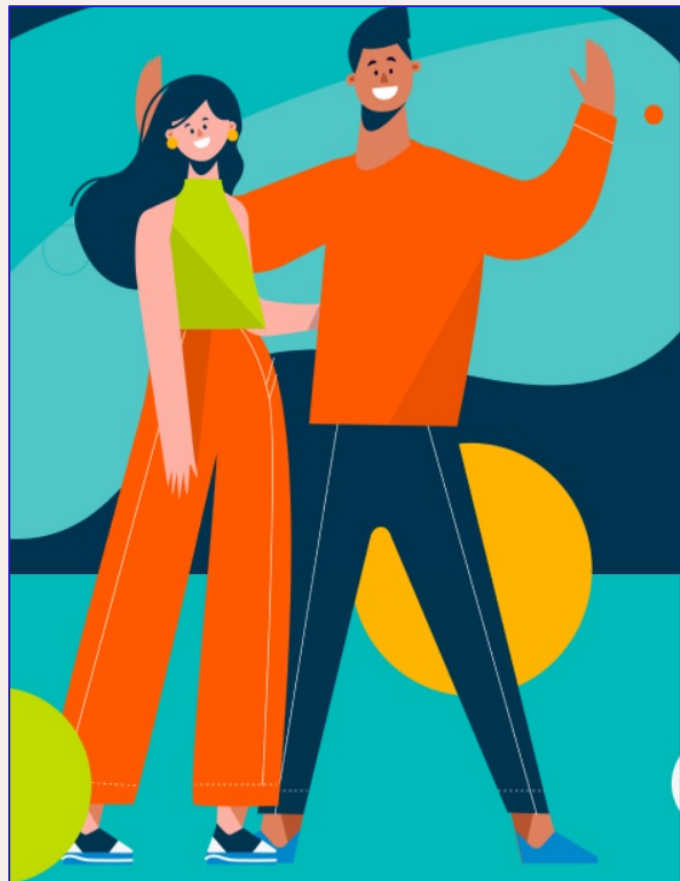
TAP FOR BRISTOL

Grant Funding: 1625 Independent People

Working with young people who are homeless, leaving care or at risk of homelessness.

- Providing safe, stable & supported accommodation
- Practical and emotional support
- Crisis support for those presenting as homeless at Bristol Youth MAPS

This crisis funding will be split between emergency support for existing service users who are affected by energy poverty and at risk of homelessness and immediate support for those who may be escaping risky situations. This will could include travel costs to attend appointments or get to hostels, food vouchers, toiletries or a phone and credit to enable communication with their support network and wider support agencies.



1-6 March 2022

BRISTOL LIGHT FESTIVAL

Press release pending to share positive outcomes of Bristol Light Festival 2022.

Our intention is to also announce the dates for the 2023 Festival which are proposed as Friday 3rd to Sunday 12th February (subject to board sign off).

Allocated budget for the next five years:

£130,000 of City Centre BID budget

£40,000 Bristol City Council (High Streets Recovery 2023)

£50,000 Arts Council England (TBC)

£80,000 Redcliffe and Temple BID (Confirmed)

£20,000 other

Total £320,000



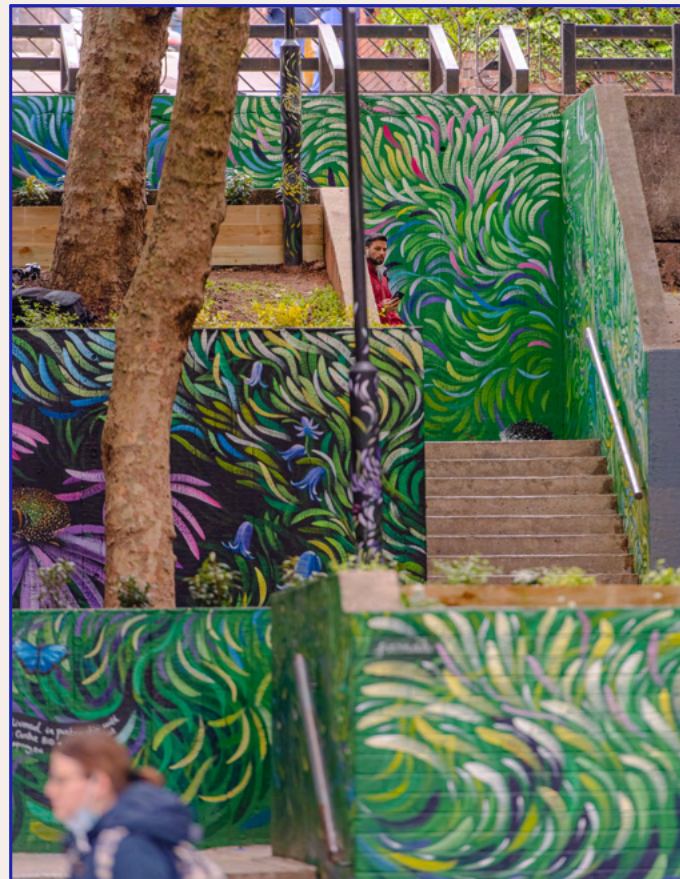
GREENING AND PUBLIC ART

The key project this quarter was the addition of large murals to the Marlborough Hill steps. Thanks to UHBWT for their support with this project.

Farrah Fortnum, the artist who painted our planters, added a colourful art piece to the steps with our gardener, Fiona, doing some simple planting to complement the design.

Press coverage and on-site reaction has been very positive.

Tom is currently seeking further opportunities to add greenery and art to the city centre including opportunities to work with the City Council on the High Streets Improvement Fund for Old City and Park St/Queens Rd.



Q3

WORLD REIMAGINED

Aims to transform how UK society understands the Transatlantic Slave Trade and its impact through a mass participation art education project consisting of a number of trails of large globe sculptures in cities across the UK from August to October 2022.

Ten globes will be hosted in Bristol, four in the City Centre BID area. The BID have supported the globe in Queen Square.

The Globe Trail will invite visitors to the city from August through to October.



Q3

LUMINARIUM

An immersive light experience, exhibited on College Green 4 to 14 August.

This is the first time the work has been presented in Bristol, it will be free and accessible for audiences.

Maximum capacity is up to 200 visitors per hour. A 10-day installation open for 9 hours per day, would welcome 18,000 audience members supporting additional footfall to the City Centre during the summer holidays.

We have funding in place from the Arts Council and applied for the High Street Recovery grant scheme to further animate the event.



SAFETY

THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- During a review of the BCRP structure the BCRP Advisory Board have agreed that the BCRP is a vital organisation for the city and can be a beneficial way to support businesses.
- The Retail Security Meeting has been successful in attracting retailers from the Broadmead area. We are now focusing on introducing alternating meetings in the city centre to encourage city centre retailers to attend too.
- We will be inviting them to the meetings by visiting them instore to emphasis the importance and value of these meetings.
- The process of joining up radio system is still underway, the installation of a new transmitter is required to further the reach.
- The co-funded position in the Operations Centre is due to start imminently which will support our businesses with radio communications and CCTV. He will predominantly be working 2pm-2am Friday, Saturday and Sunday. This is a joint post funded by City Centre BID and Broadmead BID.

BRISTOL'S BUSINESS CRIME REDUCTION PARTNERSHIP

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

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

The BCRP is now active across three of Bristol's BIDs: Bristol City Centre, Redcliffe & Temple, and Broadmead. It was established in 2019 as a development of the long-running Crime Reduction Partnership led by Broadmead Business Improvement District (BID).

[Our Projects](#)[About BCRP](#) >

STREETWISE

Referrals for housing support = 58
Referrals for substance misuse support = 41
Referrals for health support = 24
Referrals for financial support = 7
Verbal Warnings = 28
Community Protection Warning Notices = 11
Community Protection Notices = 2
Civil Injunctions = 4
Criminal Behaviour orders = 2

This quarter we have had some great results in obtaining formal orders against several people persistently engaged in ASB around the central area of Bristol. We are enforcing existing orders which has included one individual being sent to prison for 8 weeks for persistently breaching a CBO and another individual receiving a six-week suspended prison sentence for breaching a civil injunction.

Through working with various partner agencies and using a dual approach of support and enforcement we have seen a huge reduction in the Eastern European community who were rough sleeping and causing anti-social behaviour. This group has reduced from around 30 in December to 4 at the last count. Happily, the work has resulted in positive outcomes for many of that group.



POLICING

Our dedicated PCSO, Nat Naylor, has returned to work following long term sickness at the start of May.

From 10 May - 10 June he has made 147 engagements with 33 separate businesses, including retail stores, offices and hospitality businesses. He has discussed theft prevention techniques, provided advice on reporting crimes, supported with individuals from the street community who have caused specific problems to stores and patrolled car parks.

Graffiti tasking group

Through collaboration with the neighbourhood services team in the council and police over a period, graffiti had become a hot topic of conversation due to the rising number of tags on businesses and there being no repercussions for the offence unless caught red handed. There is now a monthly operation in place whereby selected hotspots are targeted in order to catch perpetrators.

The first two operations have already been a success resulting in two arrests. The third operation will focus on a location in the city centre. We will be monitoring the numbers of graffiti tags on businesses throughout to see whether this operation is making a difference.



NIGHT-TIME

- We have received confirmation that Bristol has been Purple Flag accredited. The awards ceremony will take place later this month in Cardiff.
- BARBI are still delivering training for radio use and DISC. This will become vital as we integrate the new operations centre post.
- The drink spiking initiative is due to be refreshed along side the Police's Operation Scorpion for Pride Day (9 July). Venues can request new testing kits and posters if required.
- Licencing – The tables and chairs policy for businesses is currently in place until the end of September 2022. The off sale of alcohol on premises agreement is also currently up for review. The Council are currently in conversations internally to decide on the more permanent solutions. The BID has highlighted the importance of businesses receiving communications surrounding this well in advance so they can prepare for additional costs and administration.
- Student Safety campaign – The BID are currently working with Bristol City Council to assist with producing a series of short video snippets for students during their inductions to University and throughout the year to highlight safety initiatives.



WATER SAFETY

The Water Safety Partnership met in May to discuss the continuation of the Water Safety Campaign into the coming summer months.

The first joint communication went out in April before the Easter weekend alerting people of the dangers of the water.

There are over 30 signs have been positioned around vulnerable locations near the river and highlight the risk that the water can pose, such as temperature, water quality and submerged objects. These are regularly quality checked and replaced if required.

We have a number of water-side businesses interested in the Throw Line training that we are offering along side Avon Fire and Rescue. These sessions will start in the coming month.

There are plans for future joint communications with all partners moving forward.



WOMEN'S SAFETY

Violence Against Women and Girls (VAWG)

Senior Project Manager, Fran Inman, was put forward to lead a subgroup for the Enough: Be Part of the Change VAWG Summit, that was led by a group including local MPs, local authorities, Avon and Somerset Police, the CPS and other key influencers.

Fran led the subgroup for Safety of Women in the Workplace and selected a group of people from across the city who ranged from researchers in the Women's Safety industry, Event and NTE staff, policy writers and police. Together a draft agreement was created which was then presented at the Summit on Friday 6 May.

The draft agreement included; encouraging employers to promote cultures of trust and openness, developing a toolkit of VAWG related training and guidance, advocating wellbeing support for women and girls and ensuing there is a mandatory annual review of equality policies.

Safer Women at Night Training (SWaN)

Following the training that took place during March there will be an extension of this training program offering other businesses and their staff the Anti-Sexual Harassment Training. This will be delivered through a series of sessions over the coming months up to September.

This extension is still going through final planning stages, but we hope to be offering this training by July



BUSINESS LIAISON

MEETINGS AND EMAIL CAMPAIGNS

Meetings & groups

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

- **83 Requests for assistance**

12 email campaigns to defined levy payer groups including:

- Road closure information (various)
- Voter Confirmation
- Renewal Drop In sessions
- Park Street re-surfacing
- Protest Activity (various)
- Business Support & Grants (Additional Relief Fund)
- Love Bristol Gift Card



ONGOING PROJECTS

Park Street pavement re-surfacing

- Works schedule revised further to reduce the time to completion. Re-surfacing should now be completed by 1st August to accommodate traders' concerns.
- Liaising with traders, BCC and senior contractors to minimise disruption to traders and to reduce the quantity of spill and disruption in the Unity Street storage area.

BCC Waste Management Strategy

- Pending confirmation from Bristol City Council of roll out to remaining City Centre, Broadmead and Redcliffe & Temple BID areas.

Park Street Traffic Restrictions (No 2 Bus Route)

- Pending receipt of Public Consultation Report (expected July/Aug) to be released at the same time as the Outline Business Case



ONGOING PROJECTS

King Street permanent pedestrianisation

LDA Design have been commissioned to develop vision and concept design working in association with Arcadis.

An outline business case for King Street and Old City has now been prepared and due to be lodged with Cabinet imminently containing the following aims:

- Make the area more pedestrian and cycle friendly
- Reduce air pollution by restricting through traffic to encourage walking and cycling
- Make more street space available for commercial and cultural activities through road space reallocation from private vehicles
- Maintain access requirements for freight and servicing
- Ensure accessibility for equalities groups
- Enhance the public realm and improve links between key destinations within the scheme



MOVEMENT AND SPEND DATA

Q1 spend data for Jan to March period shows the pandemic hit Bristol particularly hard compared to other local towns and core cities. Almost £100m less per 3-month period was being spent through in-person Visa transactions in the city post pandemic vs pre pandemic, down almost 10%.

3 main factors causing the deficit:

- Higher than average shift to online spend
- Reduced in person spend in supermarkets
- Slightly slower recovery in retail and restaurants vs other cities

Positive data shows a bounce back of the visitor, worker, night time and international tourist economy.

March was a particularly strong month with in-person Visa spend up 15% vs February - Bristol Light Festival being a particular stand-out in terms of attracting large crowds and spend back to the city.

Q2 spend data for the April to June period will be available towards the end of July – this will give more indicators as to the recovery and any early impacts of the cost of living crisis.



LOVE OUR LEVY PAYERS EVENTS

After the success of our free historic walking tours, we launched Love Our Levy Payers, an exciting event calendar that is available exclusively for employees of levy paying businesses.

Staff welfare has never been more important. The benefits of getting outdoors and taking a break are well documented. It can help lower stress and anxiety and can be a really social activity too.

- **April:** Historic Walking Tour (6), Mindfulness Photography (4), High Intensity Class (3), City Nature Challenge Walks (67).
- **May:** Historic Walking Tour (9), Yoga (8), Self Defence and Situational Awareness for Women (7), Yoga (12).
- **June:** Self Defence and Situational Awareness for Women (4), Yoga (21 June with 18 registrations so far), LGBTQ+ History Walking Tour (29 June with 9 registrations).



DR BIKE SESSIONS

We have now delivered five Dr Bike Bike Maintenance sessions in 2022.

- Mechanic provided by local charity Life Cycle UK
- 53 bikes have been serviced since we started this service

We plan to deliver monthly sessions in 2022 maintaining 10 bikes per session.

Next sessions:

- 15 June at Spectrum
- 30 June at The Environment Agency

Further sessions are planned for The Aquarium, Bristol Beacon and Castlemead (dates TBC).



CITY NATURE CHALLENGE

We sponsored City Nature Challenge, a global science project with over 400 cities around the world taking part to collect information about local wildlife.

The challenge took place from 29th April – 2nd May with hubs at Queen Square and Castle Park to teach visitors how to use the iNaturalist app to record nature sightings.

6 nature walks were organised led by ecologist Cat Baker or naturalist & author Ed Drewitt. Levy payers had priority to register for these walks.

We received great feedback including how much people enjoyed the walks, and how they helped them to appreciate the city in a different way by making them aware of various animal and plant species in the city centre.

Overall, the Bristol & Bath City region recorded 7970 observations and 1290 species during this year's City Nature Challenge, taking 2nd place in the UK.



THE BIG JUBILEE LUNCH

To celebrate HM The Queen's Platinum Jubilee, we partnered with Bristol Cathedral who organised a Big Jubilee Lunch on College Green alongside many of the city's institutions on the 5th June.

Nearby businesses on Park Street, Queen's Road and the Harbourside welcomed guests passing en route to or from the festivities, whilst a cheerful cast of four quirky characters were at large around the streets.

Two slices of cake and two cheeky mice entertained families, shoppers and visitors to College Green, Park Street and around the Harbourside, engaging with 1,200+ people.



BID CONSULTATION
2ND TERM
2022-2077

CONSULTATION

We have provided an extensive communications plan from day one, as we understand that our levy payers require several alternative routes of engaging with us, this way we have ensured businesses have, and will be able to see what we have delivered and tell us what they want in our second term.

- 1-2-1 Meetings: 50+
- Monthly e-newsletters and direct campaigns with unique open rates above 30%.
- April newsletter sent on 7 April to 1,028 subscribers. 682 opens (318 unique, 31%) and 586 total clicks (55 unique).
- Direct campaign email sent from Vicky Lee to 1,029 subscribers on 28 April. 797 opens (368 unique, 36%) and 695 total clicks (66 unique).
- Monthly newsletter sent to 991 subscribers on 6 May with 635 opens (327 unique, 33%) and 687 total clicks (61 unique).
- Renewal page on website viewed over 1,000 times. The Prospectus has had a total of 263 reads from 1,890 impressions (as of 13 June) with an average read time of 9 mins 39 seconds.
- Promotion of prospectus via social media to our following of over 10,000.
- 'Have Your Say' video ad campaign on LinkedIn, Facebook and Instagram, targeting levy paying businesses directly, generating more than 25,000 impressions and 14,000 video views.

BUSINESS PLAN

The BID is focused on four key themes that support its vision: **A vision for a better Bristol for all - A city that attracts business, inward investment and people making it a better Bristol for everyone who lives, works, studies and visits.**

Enhancing

Delivering projects that attract investment, and talent, create a cleaner, greener, and more attractive city centre, bringing residents, employees, and visitors back into the heart of our city.

Promoting

A collaborative approach to delivering innovative campaigns, events, activations, and communications to promote Bristol. Celebrating everything that makes Bristol a special place to work, study and live.

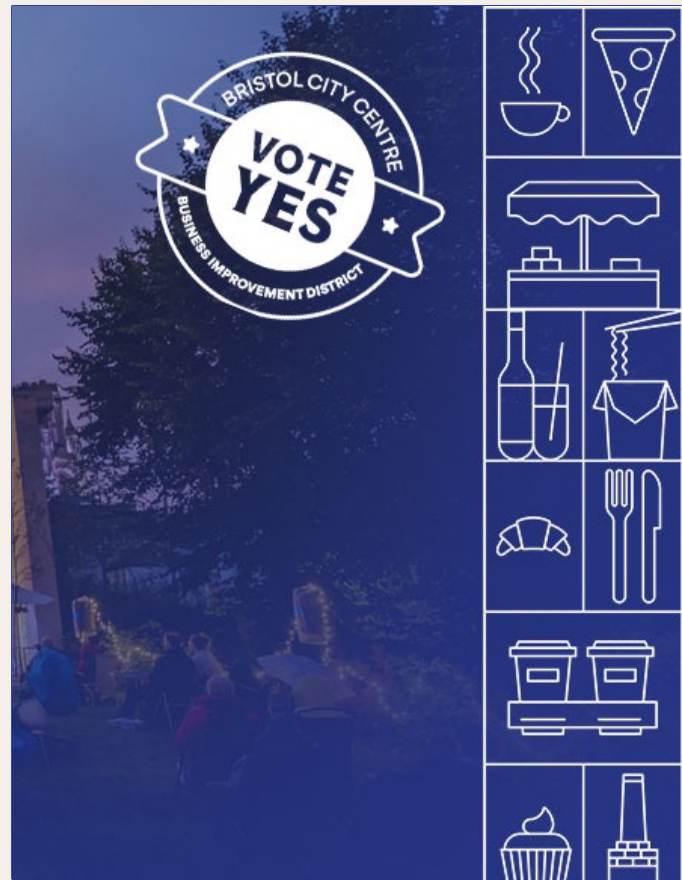
Protecting

Investing to reduce, challenge and raise awareness on crime and anti-social behaviour to improve the city centre for its businesses, visitors, and residents both day and at night.

Supporting

Acting as a single point of contact to represent levy payers, leverage investment, influence strategy and support the business community.

*Business Plan draft sent to Advisory Board Monday 20th June.



BUSINESS PLAN LAUNCH EVENT



YOU ARE INVITED TO:

SUMMER DRINKS WITH YOUR BID TEAM

WEDNESDAY 20 JULY, 5-7:30PM,
ST GEORGE'S BRISTOL CAFE AND GARDENS

RSVP: sabrina@bristolcitycentrebid.co.uk



MARKETING

MARKETING

Q2 Summary

Easter Hunt

Over the Easter weekend we invited families to explore Park Street's shops, restaurants and cafes whilst using our special map to find six bold, letters painted by a selection of Bristol Upfest artists. We estimate around 500 families collected maps and took part in the trail, with those who completed it then collecting Easter Egg treats from our Easter Hub on College Green.

[Read more >](#)

Bristol Life Awards

We are thrilled to have attended the [Bristol Life Awards](#) as both a sponsor for the Finance category and a finalist for the Civic category, which recognises the contributions of organisations that have improved Bristol in the past year. Special congratulations to levy payers Hargreaves Lansdown for winning the Finance award and Ghyston for winning the Business Services award.

[Read more >](#)

EatDrink24/7

We have sponsored the central section of Bristol 24/7's EatDrink24/7 guide which is live for a year from June and is a comprehensive guide to Bristol's thriving food scene chosen by a panel of industry experts. 20,000 copies are distributed amongst venues in the city.

Easter Hunt



Bristol Life Awards



EatDrink24/7

HUNGRY? YOU'RE IN THE RIGHT PLACE

When it comes to Bristol city centre's food and drink scene, it's simple: we are spoiled. Bursting at the seams with restaurants, cafes, bars and pop-ups representing all cultures, cuisines and countries, Bristol is a culinary powerhouse. Food and drink is in our city's DNA; it's critical to its fabric. But from hidden gems to the most well-known eateries, where to even begin in BS1? Here are just a few ideas of where you can head to get a good feed and support the world-class food and drink scene we're blessed to have on our doorstep...

PARK STREET
No street feels more Bristol than this one. Just make sure you start your cocktail consumption at the top and it's all downhill from there, in a good way! Places of note: The Florist for arguably the most Instagrammable drinks in the city, The Bristol & Bath Rum Distillery for its signature range of Dead Man's Fingers rum - and to soak it all up, head for the beautiful fried, grilled or plant-based chicken burger from Backyard Chicken Company, who are serious about guilt-free fast food.

OLD CITY
The beautiful, medieval home of Bristol, Old City never fails to surprise and delight with the diverse and exciting range of street food on offer at St Nicholas Market, alongside some of the best Indian spots in town. Dhamaka's sensational and not so commonly heard 'Indo Chinese' curries are mind-blowing - who would have thought a marriage between soy sauce and Indian spices would create such magical dishes? 4500 Miles From Delhi is not to be missed for its authentic yet fine dining experience. For a completely different vibe, Kongs of King Street is full of fun and arcade games - especially a round of Donkey Kong or Street Fighter 2 alongside weekend DJ sets.

HARBOURSIDE
Breakfast, brunch, lunch, dinner or just a few drinks with a view that never gets old. The Harbourside is perfect for summer drinking and dining. For a bird's-eye-view head to



Only good vibes at Bird & Blend on Park Street



The Folk House Cafe is a popular place for a chinwig

the roof terrace at Bambalan or head up Christmas Skips and grab a spot outside at Zero Degrees, one of the city's original micro-breweries.

As part of our ongoing work at Bristol City Centre Business Improvement District (BID), we support a number of the city's most-loved restaurants, eateries, pubs and bars. You're about to discover a lot more about them as you read on - so you too can support these local food and drink heroes after what has been a very challenging few years.

Our role is simple: to support businesses from all sectors including over 250 hospitality businesses to ensure Bristol city centre is an even better place for everyone who works, studies, lives and spends leisure time here. For more information about how we can help support your business, please head to bristolcitycentrebid.co.uk.

Happy eating, drinking and Bristol-ing...

Vicky Lee
Head of Bristol City Centre BID

LOVE BRISTOL GIFT CARD

We are so pleased to be launching our new Love Bristol Gift Card on 21 June. We have had a hugely positive response from businesses signing up to accept the card as they can clearly see the many benefits of keeping customer spend locked into the city centre.

Our aim is to sell the gift card as far and wide as possible, reaching residents, visitors and tourists to the city centre and we will be encouraging our office sector to use the Love Bristol Gift Card for their employee incentives as opposed to generic national alternatives.

55 businesses have signed up already, including 12 from the City Centre BID area and the rest from Redcliffe & Temple BID and Broadmead BID areas.

If you haven't signed up to accept the gift card yet please [complete this form](#), it takes no more than 10 minutes, or [email Izzy](#) or [Paula](#) if you'd prefer us to come and set you up in person and explain more about the benefits.




BBP Media

bbpmedia

Regions Publications News Desk Business News

Bristol businesses set to benefit from city centre gift card



News
06/06/2022

Enter your email for our weekly newsletter

Bristol's three business improvement districts are encouraging city centre businesses to sign up to the initiative, designed to drive recovery in the city.

Bristol City Centre BID, Redcliffe & Temple BID and Broadmead BID are co-ordinating the launch of the card for the city with all sizes and types of city centre businesses eligible to join for free. With Mastercard network, retail, hospitality, leisure, health and beauty, accommodation and services providers can accept the Love Bristol Gift Card as an additional payment method, and no extra equipment is required.

Steve Bluff, Head of Redcliffe & Temple BID said:

"Now is the right time to launch a gift card for Bristol city centre. As we come out of the pandemic, the gift card is an opportunity for our businesses to get program that will keep spend local and further enhance recovery efforts in the city. Any business that accepts Mastercard within our BID boundaries can accept the Love Bristol Gift Card as an additional payment method, and no extra equipment is required."

The Love Bristol Gift Card will feature illustrations depicting iconic Bristol landmarks, including Bristol Shopping Quarter and Park Street.

"There is also a huge opportunity to use the Love Bristol Gift Card to drive tourism, and for different demographics, such as our student population," added Mr Bluff.

"40% of people have purchased a gift card over the past three years, with 10% of those receiving at least one gift card as a reward from their work."


Business Live

BusinessLive

AROUND THE UK • SECTORS • CLIMATE • OPINION • PARTNER STORIES

Bristol launches scheme to drive spending in shops, restaurants and hotels post-pandemic

Retail, hospitality, leisure, health and beauty, accommodation and services providers can register



The Love Bristol Gift Card is being coordinated by Bristol City Centre BID, Redcliffe & Temple BID, and Broadmead BID, which are hoping to boost spending with local businesses, including shops, restaurants and hotels.

Bristol's three business improvement districts (BIDs) have launched a new initiative to drive recovery in the city following the pandemic.

The gift card scheme is being coordinated by Bristol City Centre BID, Redcliffe & Temple BID, and Broadmead BID, which are hoping to boost spending with local businesses, including shops, restaurants and hotels.

Steve Bluff, head of Redcliffe and Temple BID, said: "As we come out of the pandemic, the gift card is an opportunity for our businesses to get behind a programme that will keep spend local and further enhance recovery efforts across the city."

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MOST READ

- 1 This is gift card employers as targets are set
- 2 ...
- 3 ...
- 4 ...
- 5 ...

RECOMMENDED

- 1 ...
- 2 ...
- 3 ...
- 4 ...
- 5 ...

Bristol World

BristolWorld

New gift card scheme to benefit Bristol businesses is launching this month

A new gift card scheme is being launched to drive spending in shops and hospitality in Bristol post-pandemic.

It's no secret that towns, cities and businesses all across the UK are working hard at rebuilding post-pandemic, and focusing on getting footfall back through the doors.

Luckily for Bristol business owners, three of Bristol's business improvement districts are funding the launch of a new gift card for the city with all sizes and types of city centre businesses eligible to join for free.

Sign up to our BristolWorld Today newsletter

Enter your email


Sign up

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

The Love Bristol Gift Card is the brainchild of [Bristol City Centre BID](#), [Redcliffe & Temple BID](#) and [Broadmead BID](#), and is an initiative to drive forward recovery in the city centre after the effects of Covid-19.

They are hoping the card will boost spending with local businesses, including shops, restaurants and hotels.

Working in the same manner as any other gift card that you might receive as a present, through work as a thank you, or as a reward, the Love Bristol Gift Card will just work to promote a local version of a standard gift card model.



The Retail Bulletin

THE RETAIL BULLETIN: The future of retail news

20 YEARS SERVING THE RETAIL INDUSTRY 20

THE RETAIL BULLETIN RETAIL NEWS RETAIL EVENTS RETAIL INSIGHTS RETAIL SOLUTIONS

"Work hard to make your stores special and to increase customer loyalty for your business."

Bristol's three business improvement districts (BIDs) have launched a new initiative to drive recovery in the city following the pandemic.

The gift card scheme is being coordinated by Bristol City Centre BID, Redcliffe & Temple BID, and Broadmead BID, which are hoping to boost spending with local businesses, including shops, restaurants and hotels.

Businesses within retail, hospitality, leisure, health & beauty, accommodation and services providers can register to accept the Love Bristol Gift Card as an additional payment method, and no extra equipment is required.

Any business that accepts Mastercard within the BID boundaries can join - even if they are not BID levy payers.

Steve Bluff, head of Redcliffe and Temple BID, said: "As we come out of the pandemic, the gift card is an opportunity for our businesses to get behind a programme that will keep spend local and further enhance recovery efforts across the city."

The Love Bristol Gift Card will feature illustrations depicting iconic Bristol landmarks, including Bristol Shopping Quarter and Park Street.

RELATED ART

BID's closes 14-month pressure

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TAGS

BID BROADMEAD LOVE BRISTOL

Consumer Website

Give your staff, clients and suppliers the gift of local choice by placing a business order with us

LOVE BRISTOL GIFT CARD

Give the gift of Bristol city centre.

Bristol is home to an incredibly diverse shopping, dining and entertainment scene. Take the guesswork out of present buying and give the gift of Bristol city centre. From independents to well known brands, there's something for everyone.

Choose a GIFT CARD VALUE

☐ £25
 ☐ £50
 ☐ £75
 ☐ £100
 ☐ £25

Select card type (E-card + Apple Pay / Google Pay)

☐ Physical card
 ☒ E-card

WELCOME TO BRISTOL

Bristol city centre is home to a multitude of marvellous places to eat, dine and spend leisure time.

Discover a diverse food, drink and shopping scene along Park Street and Queens Road, or head down to the city's lively harbourside with its abundance of museums, family attractions, night time venues and restaurants.

WHERE TO SPEND

[ALL \(44\)](#)
[SHOPPING \(29\)](#)
[HEALTH + BEAUTY \(2\)](#)
[FOOD + DRINK \(16\)](#)
[SERVICES \(7\)](#)
[ACCOMMODATION \(4\)](#)

Now viewing ALL RETAILERS:

Antics Models	Artix - Park Street
Anytime Fitness Clifton	Baristas
Basil and Co	Bella Vista
Boccalier Finiels Beach	Bristol Folk House
Card Shack (Multi-Award Winning Greetings Card Shop in Bristol)	Cass Art
Clothingchange - Broadmead	Doubletree by Hilton Bristol City Centre
Easthu - The Corn Exchange	Ernest Jones - Cabot Circus
Figli	Folk House Cafe and Bar
Far Mice & Men	Futon Company
Gardiner Haskins Interiors/Gardiner Sons and co Ltd	HMV - Broadmead
Klosterhaus	Leonardo Hotel Bristol
Mercure Bristol Holland House Hotel	MLA Plants - Broadmead
MILA Plants - Park Street	Mountain Warehouse - Broadmead
Mud Dock Cylworks	Novotel Bristol Centre
Oak & Reed rare plant shop	Olie Quinn
Piccolino Restaurants	Rockamilly - Broadmead
Specsavers - Broadmeads	Starbucks - Broadmead
Taste of Napoli	The Bricket Tap Bristol
The Cow & Sow	The Florist Bar & Restaurant
The LECOF Store	The Lost and Found
Walkabout, Bristol	Whitford of Chelsea - Broadmead
Wonder Flower	Ye Shakespeare

ONLINE RETAILERS

[Primark.co.uk](#)

April and May

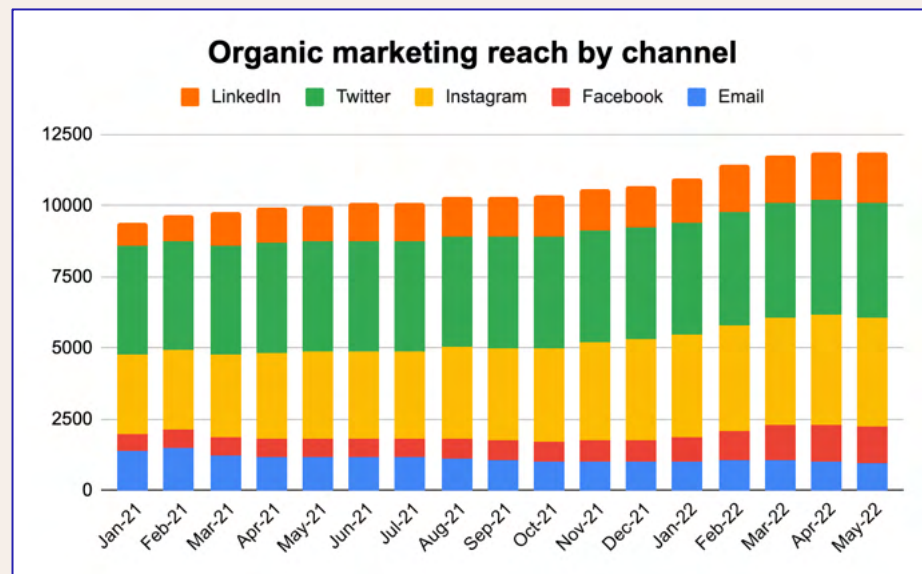
SOCIAL MEDIA & EMAIL

Facebook is again our highest growing channel this quarter with a 11.81% increase.

All other social channels saw smaller increases in growth than the previous quarter, as expected due to Bristol Light Festival in Q1.

Our monthly newsletters and Love our Levy Payers event emails have maintained consistent unique open rates of between 31-33%. The highest unique CTR was 6.71%, on our end of May event email.

Please encourage your colleagues and employees to [sign up](#) to our newsletter to be the first to hear about our levy payer exclusive events.



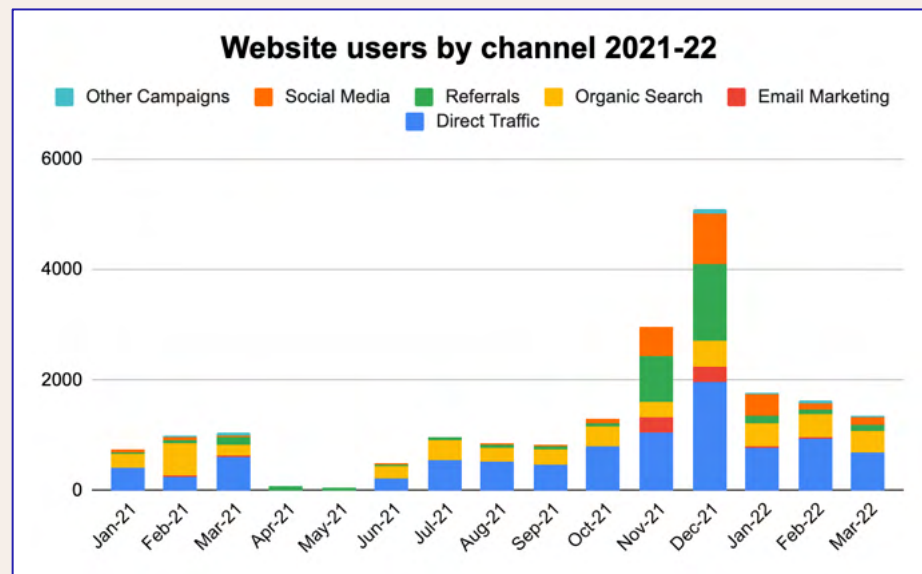
April and May

WEBSITE

We hope you have been finding our [new website](#) useful and informative. We have now added all levy payers to a [Business Directory](#), which includes your business name and address, categorised by sector, with a view to adding website and further information in the future.

Traffic from social media has increased 74% since the launch as we are able to create more content on our website to link through to. Total visits have increased 68% vs. pre-launch in February and March.

Based on 2022 vs. 2020 (due to data issues in April and May 2021), we have seen a 149% increase in traffic.



19 May – 1 June

PAID SOCIAL

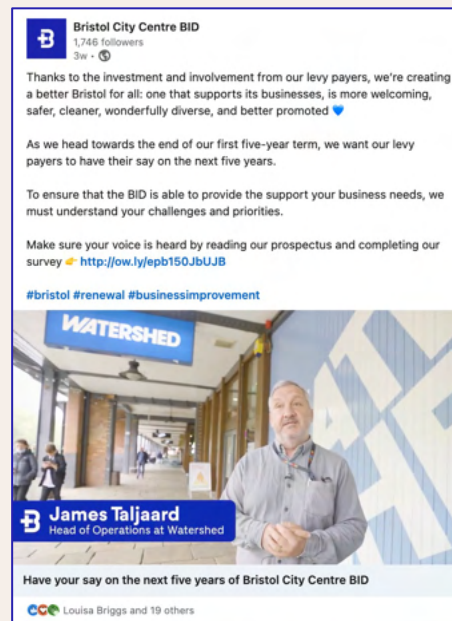
We promoted our 'Have your say' video, asking levy payers to let us know your thoughts on our prospectus, via paid ads on social media.

LinkedIn

- Targeting employees of levy payer businesses, who are permanently located in Bristol
- 16,998 impressions, 14,005 views, 16 clicks

Facebook and Instagram

- Targeting page followers, located in Bristol
- 25,440 impressions, 760 reach (individuals who saw the ad), 3584 3-second video plays, 93 clicks, 3709 post engagements



Bristol City Centre BID
1,746 followers
3w · 🌐


Thanks to the investment and involvement from our levy payers, we're creating a better Bristol for all: one that supports its businesses, is more welcoming, safer, cleaner, wonderfully diverse, and better promoted 💙

As we head towards the end of our first five-year term, we want our levy payers to have their say on the next five years.

To ensure that the BID is able to provide the support your business needs, we must understand your challenges and priorities.

Make sure your voice is heard by reading our prospectus and completing our survey 🗳️ <http://ow.ly/epb150JbUJB>

#bristol #renewal #businessimprovement



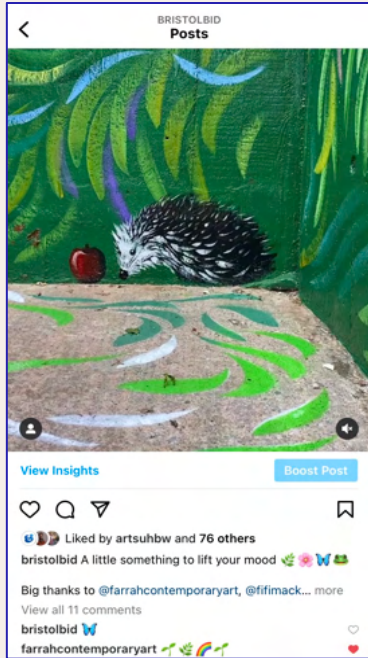
James Taljaard
Head of Operations at Watershed

Have your say on the next five years of Bristol City Centre BID

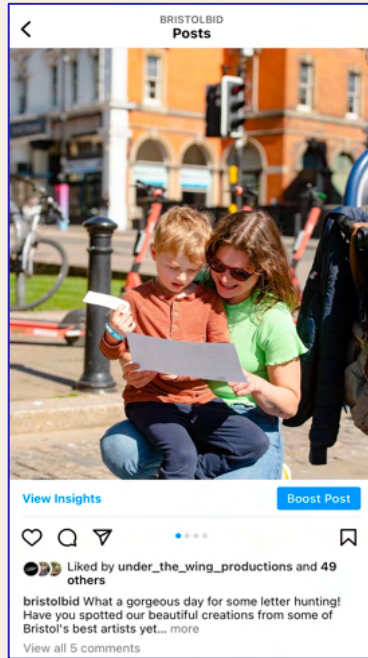
👥 Louisa Briggs and 19 others

Social Media

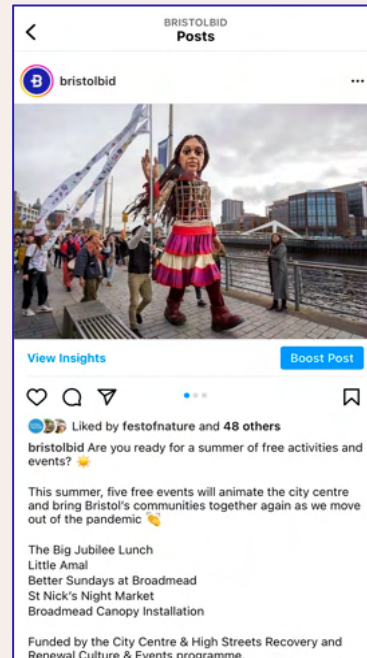
MOST LIKED POSTS



Likes: 77
Reach: 5,969
Engagements: 90



Likes: 50
Reach: 1,043
Engagements: 57



Likes: 49
Reach: 934
Engagements: 43



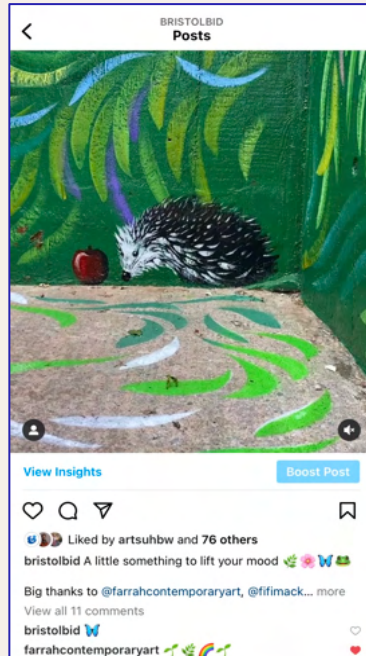
Likes: 49
Reach: 683
Engagements: 51

Social Media

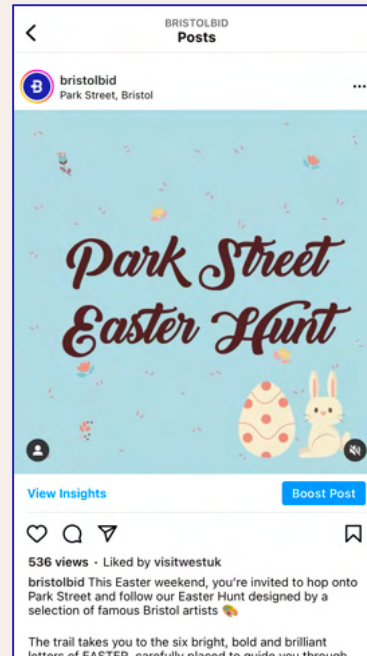
POSTS WITH MOST VIEWS / IMPRESSIONS



Likes: 46
Views: 6,326
Engagements: 57



Likes: 77
Views: 6028
Engagements: 90



Likes: 36
Views: 3,319
Engagements: 46

Current trends on Instagram Reels suggest that short, home-made content performs better than polished, longer content.

We tested this by creating our own 7-second Reel from video clips of the Marlborough Steps project that we took ourselves (see post 2) and this generated higher engagement than a professionally made Reel for our Easter Hunt (post 1).

BID FINANCE

BRISTOL CITY CENTRE BID BUDGET NOV TO MAY 2022

			Total	Budget	Variance to Budget
	Actuals (Nov - May)	Anticipated (June - Oct)			
			Year 5	Year 5	Year 5
INCOME					
Bid Levy	£998,268.00	£26,000.00	£1,024,268.00	£850,000.00	£174,268.00
Sundry Income	£210,772.00	£11,127.00	£221,899.00		£221,899.00
Income b/fwd	£89,000.00		£124,000.00	£100,000.00	
Sub Total			£1,370,167.00	£950,000.00	£396,167.00
COSTS	Actuals (Nov - May)	Anticipated (June-Oct)	Total	Budget	Variance
Management and Overheads	£109,355.00	£120,645.00	£214,000.00	£230,000.00	£16,000.00
Office costs	£17,400.00	£14,000.00	£31,400.00	£20,000.00	-£11,400.00
Promoting Success (including Marketing and Communications)	£100,000.00	£92,250.00	£192,250.00	£150,000.00	-£42,250.00
Seasonal Lighting (traditional lighting)	£3,209.00	£50,000.00	£53,209.00	£50,000.00	-£3,209.00
Seasonal Lighting (trail development)	£273,500.00	£115,000.00	£388,500.00	£400,000.00	£11,500.00
BID renewal costs	£12,469.00	£27,500.00	£39,969.00	£40,000.00	£31.00
Benefits for Businesses (Training/ Networking events)	£22,500.00	£17,500.00	£40,000.00	£40,000.00	£0.00
Purple Flag/Nighttime (incl Marshals, Pastors, Loop)	£24,180.00	£27,500.00	£51,680.00	£29,000.00	-£22,680.00
Street based ASB/ Rough Sleeping (incl. Streetwise officer costs)	£10,790.00	£16,000.00	£26,790.00	£32,000.00	£5,210.00
SWaN Training	£18,000.00	£19,000.00	£37,000.00	£37,000.00	
Cleansing contract management	£102,194.00	£65,000.00	£167,194.00	£175,000.00	£7,806.00
Graffiti (Cost management and recording)	£1,660.00	£1,000.00	£2,660.00	£2,000.00	-£660.00
Green initiatives	£13,000.00	£5,600.00	£18,600.00	£40,000.00	£21,400.00
Business Support costs	£607.00	£1,300.00	£1,907.00	£10,000.00	£8,093.00
Waste Contract (data and performance management)	£650.00	£1,300.00	£1,950.00	£2,250.00	£300.00
Safety – Radio system (BCRP)	£4,521.00	£10,000.00	£14,521.00	£20,000.00	£5,479.00
Policing Support costs - NEW	£0.00	£15,000.00	£15,000.00	£35,000.00	£20,000.00
Subscriptions and memberships	£3,200.00		£3,200.00	£2,500.00	-£700.00
Sub Total			£1,299,830.00	£1,314,750.00	£14,920.00
Balance of actual income less full year predicted spend			£70,337.00	£55,417.00	



THANK YOU