



# PERFORMANCE REPORT

JULY – SEPTEMBER 2022

Quarter 3



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# BRISTOL CITY CENTRE BID SECURES SECOND FIVE-YEAR TERM

Of the votes cast 79% of businesses  
'voted yes' representing 91% of the rateable value.  
33% turnout

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**WELCOME AND FEEL**

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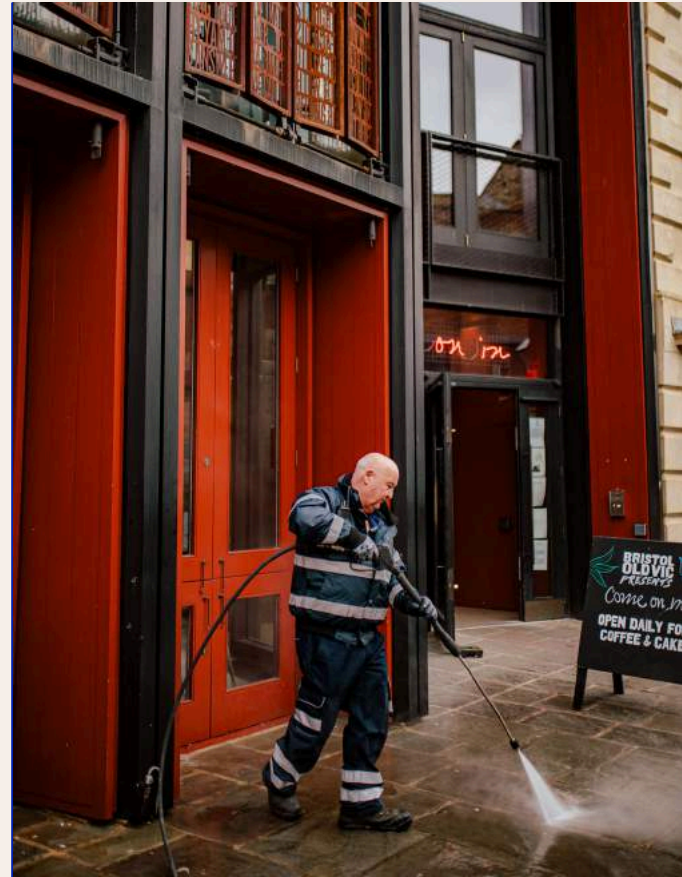
## CLEANSING

- **July:** Deep cleaning of King Street and Bristol Hotel and Radisson Blu Hotel removing algae, waste and other environmental factors which can affect the look of walls, car parks and exterior building premises.
- **August:** The team did a brilliant job making sure the area around the Luminarium was looking its best for the thousands of visitors in addition to their core work.
- **September:** The team started on deep cleaning Baldwin Street and are receiving lots of positive feedback by local businesses and people passing by as their hard work truly makes a difference to the area.

## 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. In this quarter the team has removed 417 tags from over 261 locations.

- **July:** 115 individual items graffiti were removed from 56 locations
- **August:** 170 individual items graffiti were removed from 111 locations
- **September:** 132 individual items graffiti were removed from 94 locations



# TAP FOR BRISTOL

Total raised to date:

- **£64,986** contactless through TAP for Bristol devices.
- **£2,868** Just Giving page
- **£250** Single direct donation
- **£5650** Belly Laughs Comedy Night
- **Total £73,504 (as at 30/09/2022)**

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:

- **July** £1,380
- **August** £1,410
- **Sept** £1,341 (as at 30/09/2022)

GoodBox are currently undergoing a restructure and so installation of new units has been halted until this has completed.

Initial discussions with First Bus regarding a unit installation at the Bus Station, once the above has completed.



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# LUMINARIUM

- Hugely impressive, immersive inflatable attraction commissioned for College Green for 10 days in August, supported by BCC BID, Arts Council England and Bristol City Council.
- Event saw a footfall of over 12,000 over the 10-day period and despite the challenges of extreme heat was a huge success. Over 75% of those attending the Luminarium event were residents of Bristol.
- An independent survey commissioned reported that an associated spend by visitors staying, eating, drinking and shopping in the City was over £259,000 with an increase of nearly £113,000 for local business turnover.

***"A great thing to do with my friends and family"***

***"A unique and exciting experience"***

***"Amazing. Was amazing that special sensory sessions were sorted out so efficiently as it meant that our autistic family could comfortably attend. Thank you"***

***"Calming, completely different and unique thing to do in Bristol"***



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# BRISTOL LIGHT FESTIVAL

**Friday 3 – Sunday 12 February 2023**

- Established key event objectives for the 2023 event:
  - **SUPPORT** – Attract customers and inward investment to benefit local businesses and organisations
  - **BE PLAYFUL** – Animate the city to create opportunities to spend leisure time
  - **INCLUSION** - Showcase and engage local creative enterprises, artists, organisations and communities
  - **WELCOME EVERYONE** – Reduce anti-social behaviour by creating playful spaces for all
  - **SUSTAINABLE** – Demonstrate best practice with a commitment to sustainability through, reuse, energy, travel, and suppliers
- Budget and funding partners in place for the event
- Reviewing of potential artworks and locations to meet key objectives
- Appointment of event operational team and key suppliers to work on the event



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# CHRISTMAS LIGHTS

The team continue to work closely with the Bristol City Council team regarding necessary permissions for the installation of the 2022 lighting schemes.

The BID have made investment to enhance the lighting scheme for Queens Road and the Old City for the festive lighting including the re-use of the Love Lyrics and Disco balls to bring a fun and vibrant look and feel to the City.

Consideration has been given to the energy efficiency of the schemes for both the installation and lighting features.

## Key Locations

- Park Street
- Queens Road
- King Street and Welshback
- Old City (Clare Street, Corn Street, Broad Street)

Switch on Monday 14 November 2022.



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# GREENING AND PUBLIC ART

In September we installed a 'Green Wall' on Rupert Street on the side of the 'The Tower Student Accommodation' block.

This project involved installing a steel trellis for plants to climb up and building a planter on top of the existing flower bed.

The plants will grow and develop over the winter and should provide colour all year round to what is currently a very grey and car dominated environment.

We continue to seek other locations for greening and public art projects and are currently engaging with Bristol City Council regarding their Harbour Review and Green Infrastructure Strategy to see how we can support these important initiatives.



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**SAFETY**

# THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- The BCRP continues to undergo review. Discussion are taking place with Safer Business Network to offer an element of support for a period.
- Businesses from the Park Street, Queens Road and others were invited to join the retail security meetings now held at alternating venues; Cabot Circus and Bristol Aquarium. These were received well by a few stores. There is continued work going into this to encourage better attendance from all areas.
- There has been a large increase in demand for radios across the City Centre, during this quarter we have delivered an additional 15 new radios to businesses, taking the new total in use to over 100. This is an encouraging reflection of the service they provide.
- The City Centre and Broadmead radio schemes have been joined up as the new aerial has been now fitted. Final integration of the system will take place in October when the new radios are delivered to Broadmead businesses.
- 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](#) >

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# STREETWISE

Stats from 01/07/22 – 30/09/2022

Referrals for housing support = 106  
Referrals for substance misuse support = 76  
Referrals for health support = 24  
Referrals for financial support = 7  
Verbal Warnings = 62  
Community Protection Warning Notices = 28  
Community Protection Notices = 13  
Civil Injunctions = 8  
Criminal Behaviour orders = 2

This quarter we have seen a large rise in rough sleeping in Bristol. This has caused a sharp increase in the amount of anti-social behaviour caused by the ‘street community’. We have been working closely with our Commissioned partners to support vulnerable people into substance misuse treatment and housing pathways.

We have also found an increase in anti-social behaviour in the central area carparks. We have increased patrols in these areas and are taking an incremental approach to enforcement action against people engaged in anti-social behaviour.



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# POLICING

## Dedicated PCSO – Nat Naylor

Nat has continued to engage heavily with many Levy Paying businesses. He provides them with dedicated support for reporting crimes, providing advice and collecting CCTV.

To date he has engaged with over 100 individual businesses and continues to highlight to the BID team current areas of focus or concern.

He has received great feedback from many stores that value his work considerably. Boots on Queens Road specifically said: “[He is] a pleasure to work with. Helps massively by using his knowledge, experience and great personality to help us. He makes us proud of all the individuals of that, together, make up the entire police force.”



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# NIGHT-TIME

- Bristol won an award for ‘Commitment to raising the standard and broadening the appeal of town and city centres at night’ at the ATCM awards for Purple Flag.
- There was a continued focus on the drink spiking initiative over the summer. Alongside Bristol Nights, the BID hosted a Drink Spiking round table which was attended by many venues from across Bristol to have an open conversation about spiking and how to cover come the issues that many venues face.
- In September the Student Safety campaign was launched across the city, involving good partnership working with Bristol City Council, The University of Bristol, University of the West of England, Avon and Somerset Police and Bristol Nights. This has been extremely well received.
- 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 has now been extended. 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

- The BID partnered with Bristol City Council, Bristol Nights, The University of Bristol and The University of the West of England to produce a series of videos that provide information on drug and alcohol harm reduction, drink spiking, looking out for your friends, water safety, and harassment prevention.
- They also cover information on how to reduce burglaries in accommodation and how to look after yourself and others
- These videos were shared in time to welcome the 60,000 students who come to the city each academic year.
- The response to this campaign has been overwhelmingly positive with great feedback from both the universities and individual students.
- The Dean of Students from UWE said, “The partnership enabled key stakeholders from across the city to support new and returning students to live and thrive during their time in Bristol and to feel confident and safe...The coordination from the Bristol BIDS team helped produce dynamic, tangible and impactful results, it was great to be a part of it, and I look forward to our future work together.”
- Director of Student Life and Wellbeing at UoB said, “It was great to work collaboratively with key local partners to produce these videos for our students. They are an effective and powerful way to share information.”

## KEEP IT SAFE STUDENTS

Burglars target student residences for expensive items.  
Whether its yours or your mates, keep it safe.

### WHEN YOU'RE IN

Make sure all doors and windows are closed  
and locked.

Keep your valuables out of sight of windows.

Don't leave valuables unattended in  
shared spaces.

Keep valuables close to you.

Invest in a good quality  
D-lock for your bike.

At night, stick to busy  
well-lit areas.

### WHEN YOU'RE OUT



[bristolcitycentrebid.co.uk/student-safety](http://bristolcitycentrebid.co.uk/student-safety)

BRISTOL  
NIGHTS

UWE  
Bristol

University  
of the  
West of  
England

UNIVERSITY OF  
BRISTOL

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# WATER SAFETY

Partnership communications continued over the busy summer months, with focuses on the severe hot weather and the summer drinking that takes place around The Harbourside.

Four Harbourside venues attended throwline training that the BID organised and Avon Fire and Rescue ran. These venues were also supplied with throwline kits, that can be stored in their venues for use in an emergency.

The Water Safety Partnership will reconvene in October to discuss further communication plans and next steps for partner agencies.



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# WOMEN'S SAFETY

## Violence Against Women and Girls (VAWG)

Work has begun to make progress on the agreements that were made last year. The Safety of Women at work are looking to meet before Christmas to advance on the next steps. There is now a new coordinator for the groups from Avon and Somerset Police who will be supporting this moving into the new year.

## Safer Women at Night Training (SWaN)

An extension of this training is currently underway. In August one online and one in person session were held. The in person session was fully booked and well received.

During September in person training was delivered to 5 major venues; Pryzm, Lakota, Motion, SWX and the O2 Academy. The University of West of England Student's Union also received training ahead of the students returning to the city. All of these sessions were attended by much of these venue's bar, security and management staff.

One online and one in person session will be continued to be offered city wide during October and November.



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# **BUSINESS LIAISON**

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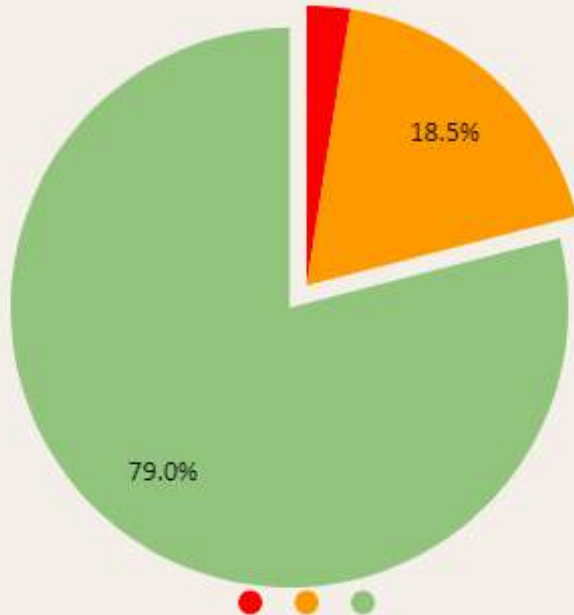
## RENEWAL FOCUS

- Liaising with BCC to agreed required ballot process and confirm datasets
- Identifying and contacting National Voters to establish contacts
- Contacting all levy payers to confirm nominated voter and address for service of ballot papers and confirming with BCC, with an initial focus on Top 200 by rateable value
- Arranging levy payer meetings to discuss achievements to-date and future plans to secure 'Yes' vote
- Following up to confirm arrival of ballot papers
- Chase calls to confirm votes had been cast
- Identifying businesses which required replacement ballot papers and confirming required procedure.

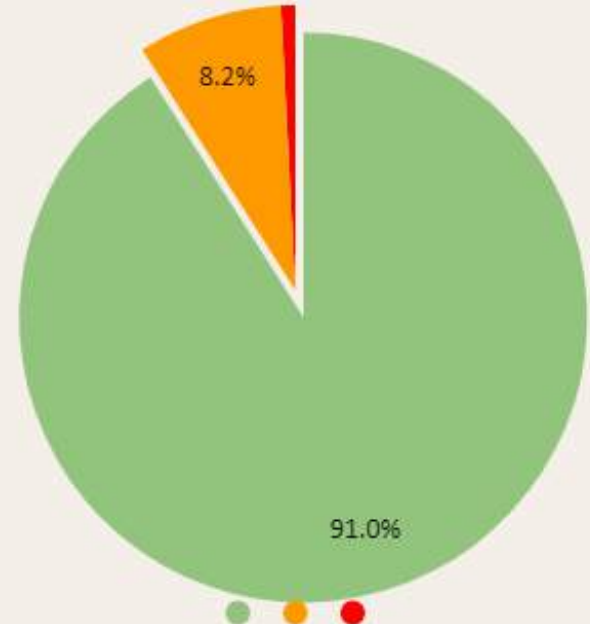


# RENEWAL OUTCOME

% of votes cast



% of aggregated rateable value



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# 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



# BUSINESS SOS NATIONAL BID CAMPAIGN

The three Visit West BIDs have joined a national BID campaign coordinated by Croydon BID to call on Government for business support with the cost of living crisis by reducing VAT, implement 100% Business rate relief and discount energy bills.

The campaign voices support for over 150,000 businesses in the UK with a focus on saving our high streets.

Visit our Business Support and Cost Savings Hub [here](#).

**BUSINESS SOS**

**BUSINESS SOS**

Calling on Government to save our high streets before it's too late.

**#CostOfLivingCrisis**

**BUSINESS SOS**

Calling on Government to save our high streets before it's too late.

**#CostOfLivingCrisis**

**BUSINESS RATES**  
100% RATE RELIEF  
UNTIL 31ST  
MARCH 2023

**ENERGY RATE RELIEF**  
DISCOUNTED RATE  
ON ALL BUSINESS  
ENERGY BILLS

# COST SAVINGS

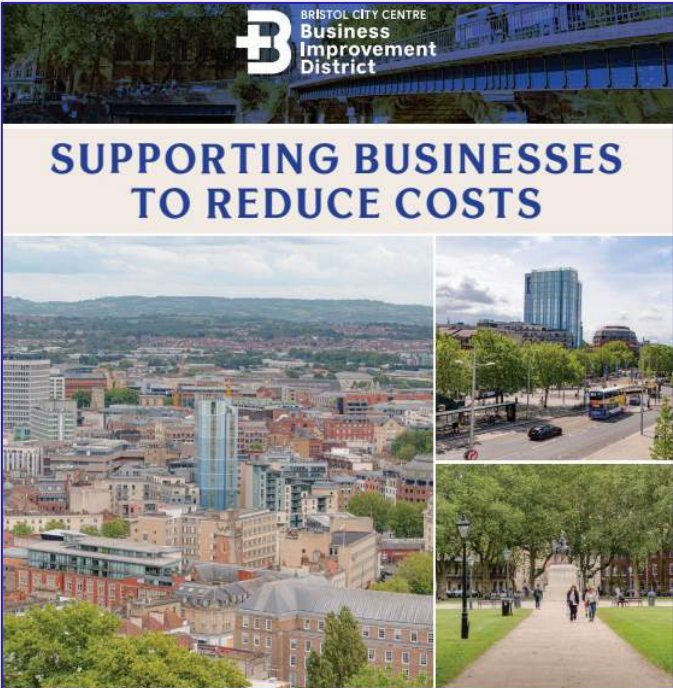
In partnership with Redcliffe & Temple BID we have engaged BID industry experts Place Support Partnership to work with levy payers to identify and realise cost savings when considering new contracts and choosing suppliers, also support is available to navigate the current cost of living crisis and achieve the best value on services including electricity, gas, water and telecoms.

The service started on 3 October for a six month trial and will be reviewed based on the value it adds to levy payers' operations.

To book an initial call with the team to start saving please contact:

[support@bristolcitycentrebid.co.uk](mailto:support@bristolcitycentrebid.co.uk)

Visit our Business Support and Cost Savings Hub [here](#).




**BRISTOL CITY CENTRE  
Business  
Improvement  
District**


## SUPPORTING BUSINESSES TO REDUCE COSTS

**FREE SERVICE TO BRISTOL CITY CENTRE  
BID LEVY PAYING BUSINESSES**


Brought to you as a partnership between



PLACE  
SUPPORT  
PARTNERSHIP



Redcliffe  
& Temple  
BID



BRISTOL CITY CENTRE  
Business  
Improvement  
District

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# BUSINESS PLAN LAUNCH EVENT

20 July at St George's Bristol

We welcomed over 80 guests to the beautiful garden and café of St George's to launch ambitious business plan for our second five-year term, outlining key focuses and future activity that will support the city centre.

It was a great opportunity for levy payers to network with other local businesses and discuss the future of the BID with us ahead of the ballot in September.



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# LOVE OUR LEVY PAYERS EVENTS

We love connecting so many great people that work in the local business community through our free lunchtime events and seeing many smiling faces.

For the cooler months we started taking our popular yoga in the park sessions inside some of Bristol's most iconic locations, first up was the Beacon.

We launched gardening sessions with the charity Your Park where people can put their lunchbreak to good use by helping create more welcoming and biodiverse green spaces.

- **July:** 2 x Deep Stretch Yoga Classes, Historic Walking Tour
- **August:** 2 x Deep Stretch Yoga Classes inside Luminarium
- **September:** Bristol's History and Slavery Walking Tour, Deep Stretch Yoga Class, Gardening Session at Brandon Hill



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# DR BIKE

We have now delivered 12 Dr Bike Maintenance sessions in 2022.

- 121 bikes have been serviced since we started this service
- The mechanic is provided by local charity Life Cycle UK
- The Dr Bike service remains a positive way of engaging with levy payers, especially office occupiers.

We plan to deliver monthly sessions moving forward maintaining roughly 10 bikes per session.



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# MARKETING



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# MARKETING

## Q3 Summary

### **Luminarium, 1-14 August**

Bristol Light Festival presents Luminarium marketing and PR outcomes:

- A PR campaign that achieved 59 pieces of media coverage, reaching 11 million people
- 4 broadcast hits and 55 pieces of online and print coverage
- Reach of 33,000+ from 16 local influencers via Visit Bristol's #SummerInBristol campaign
- PR preview event with 20+ media and influencers in attendance
- Gained 1500+ followers across Bristol Light Festival Facebook, Instagram, and Twitter channels

### **Ballot for our second term**

We ran a marketing campaign to promote the renewal ballot, including creating a series of videos to ask levy payers to 'have your say' on the next five years of the BID, and content about the team and our projects. Our press coverage of our Business Plan and the successful ballot result can be [viewed on our website here](#).

### **Sustainable Fashion Week, 22 September**

With over 60,000 students arriving to Bristol in September, we partnered with [Sustainable Fashion Week](#) to bring a [Re-Fresher Your Style](#) event to Park Street. The event began with a student shopping day and finished with a panel discussion with sustainable fashion experts, attended by more than 65 students.

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**Luminarium**



**Re-Fresher Your Style**



**Ballot**



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# LOVE BRISTOL GIFT CARD

## Sales

Sales up to September were £4,730 with £4,125.00 being physical gift cards and £605.00 being digital sales. There are currently 132 venues signed up to accept the Love Bristol Gift Card with 64 of those being Bristol City Centre BID boundary businesses.

## Christmas

Around 50% of gift cards are sold in November and December for Christmas. We are planning a campaign to advertise the card to both consumers and corporates, including launching a Night Out gift card which highlights the night-time venues the card can be used at.

Look out for this launching soon, and if you're a venue that wants to be able to accept the card but doesn't already, please [get in touch with Izzy](#) or [Paula](#) if you'd prefer us to come and set you up in person and explain more about benefits.

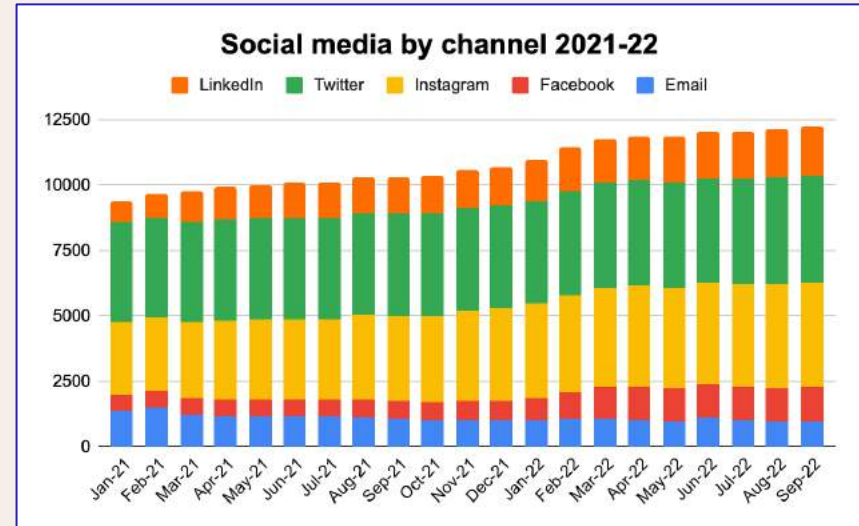


# SOCIAL MEDIA & EMAIL

LinkedIn is our highest growing channel this quarter with a 6.8% increase.

Our monthly newsletters and Love Our Levy Payers event emails have maintained unique open rates of between 24-37%. The best open rate was received for our July Newsletter which announced Luminarium and the dates for Bristol Light Festival 2023. The highest unique CTR was 8.29% for our August newsletter which included the final release of tickets to Luminarium.

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



# WEBSITE

Traffic from social media has increased 328% vs Q3 2021 as we grow our social channels and include links via LinkTree in our bio.

We have seen a 185% increase in total traffic in Q3 2022 vs Q3 2021, as website performance continues to improve since the launch of the new site in Q1 2022.

Total page views have increased 140%, with the average time spent on the page increasing by 79%, specifically due to increases in time spent dwelling pages about Luminarium and our 2022-27 Business Plan.



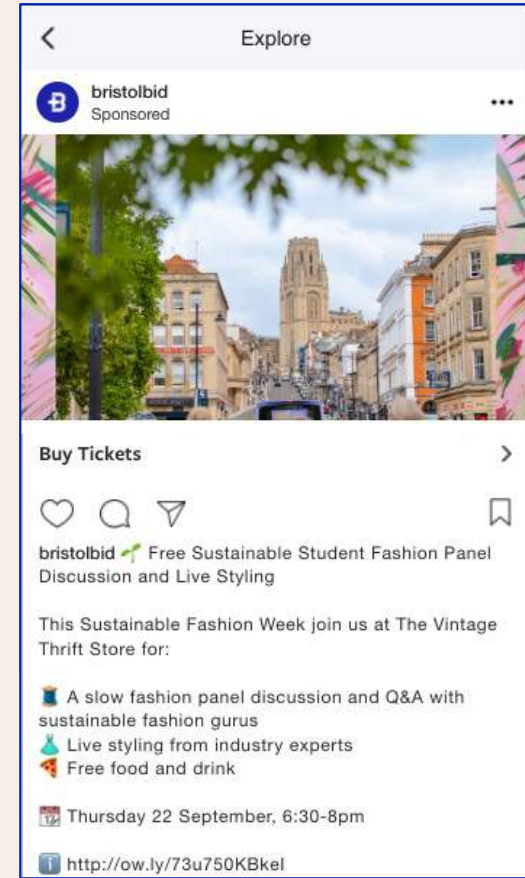
15 – 23 September

## PAID SOCIAL

We promoted our 'Re-Fresher Your Style' sustainable student fashion panel discussion and live styling event, inviting new and returning students to get to know their new home city and find the best sustainable hotspots.

### Facebook and Instagram

- Targeting students located in Bristol
- 85,120 impressions
- 27,312 reach (individuals who saw the ad)
- 246 clicks
- 249 post engagements

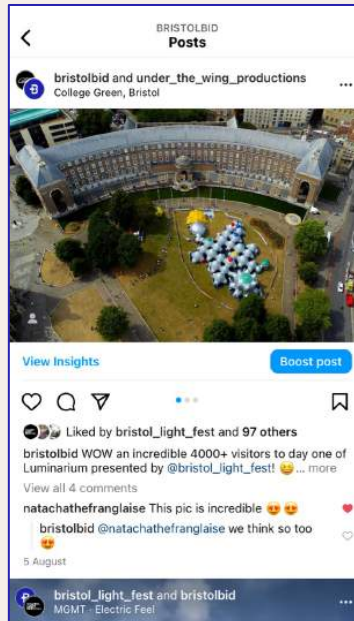


## Social Media

# MOST LIKED POSTS



Likes: 170  
Reach: 2,204  
Engagements: 186



Likes: 98  
Reach: 1,514  
Engagements: 103



Likes: 88  
Reach: 1,355  
Engagements: 112



Likes: 51  
Reach: 604  
Engagements: 51

## Social Media

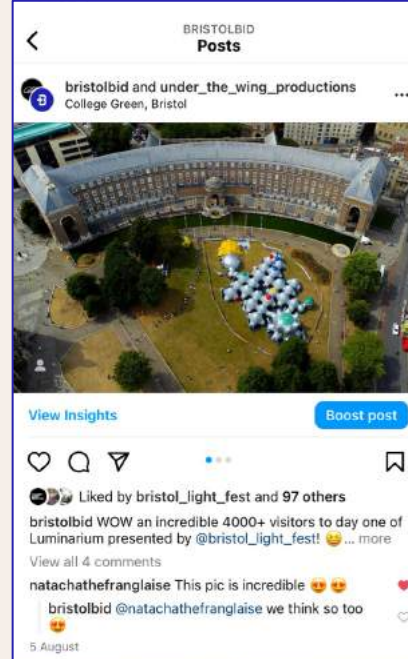
# POSTS WITH MOST VIEWS / IMPRESSIONS



Likes: 170  
Views: 2,204  
Engagements: 186



Likes: 73  
Views: 1,847  
Engagements: 84



Likes: 98  
Views: 1,514  
Engagements: 103

Again, trends on Instagram are showing that video content is reaching higher engagement and views.

However, our most viewed post was our Sustainable Fashion Week invitation, highlighting that the algorithm has not completely moved away from photo posts.

## Social Media

# INFLUENCER POSTS



@ellisransonx  
Views: 13.2k  
Likes: 180



@tigerlillyquinn  
Views: 9,115  
Likes: 411



@talesofbeth  
Views: 5,995  
Likes: 257



@sulsworld  
Likes and views unknown as  
creator turned off like count

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# BID FINANCE

# BID BILLING

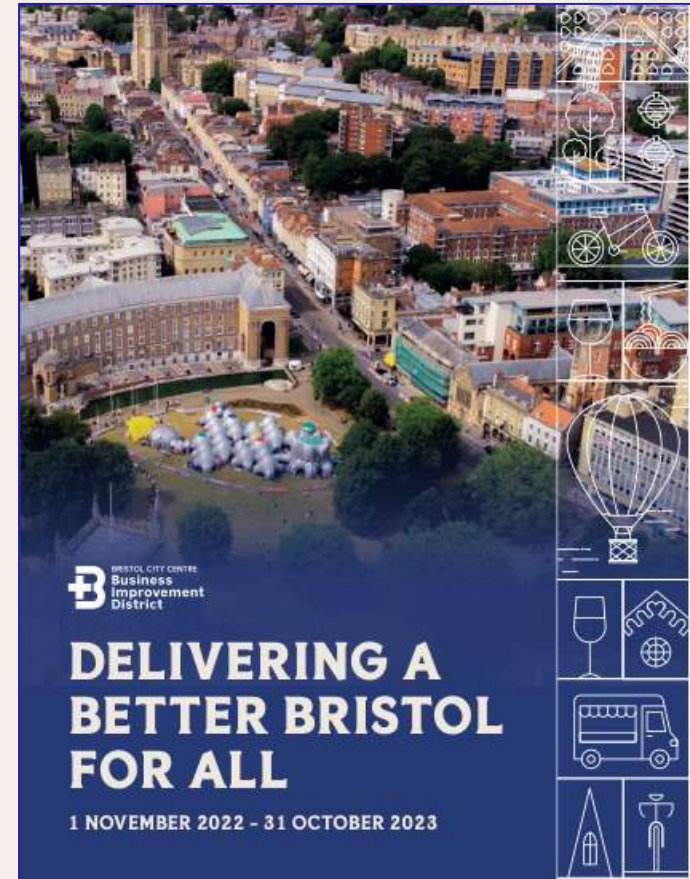
As we approach the end of the BID year on 31 October a BID billing leaflet is prepared for all levy payers.

The objective of the billing leaflet is to outline a summary of how the BID levy has been spent by theme in the current year, an overview of key activities and events and looking ahead how the levy is planned to be spent in the upcoming 2022/23 BID year.

Also included are contact details for the BID billing service at Bristol City Council for payment queries and signposting to our websites and business plan.

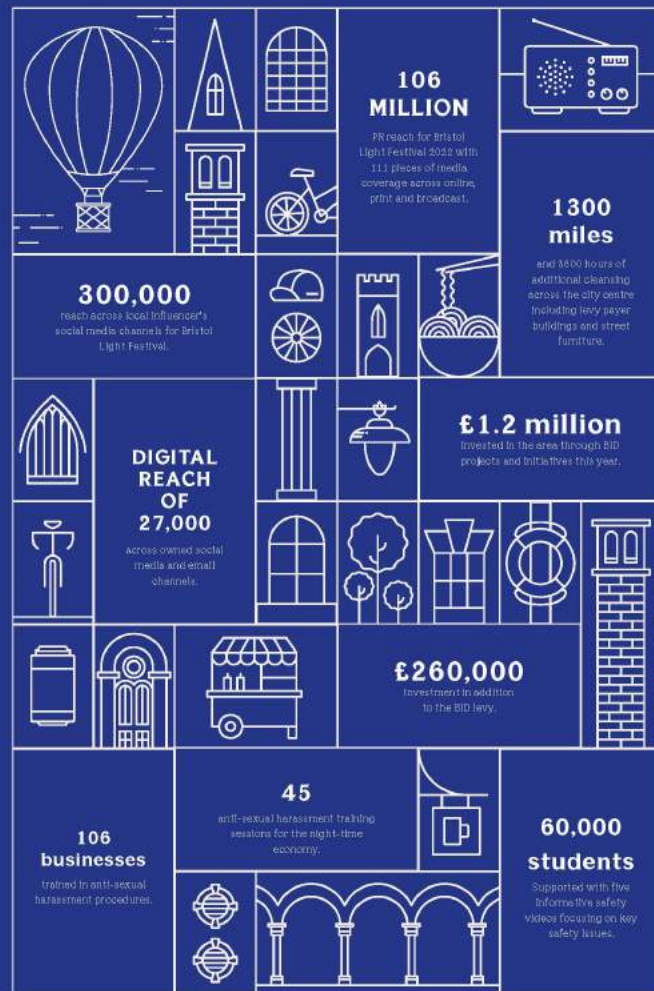
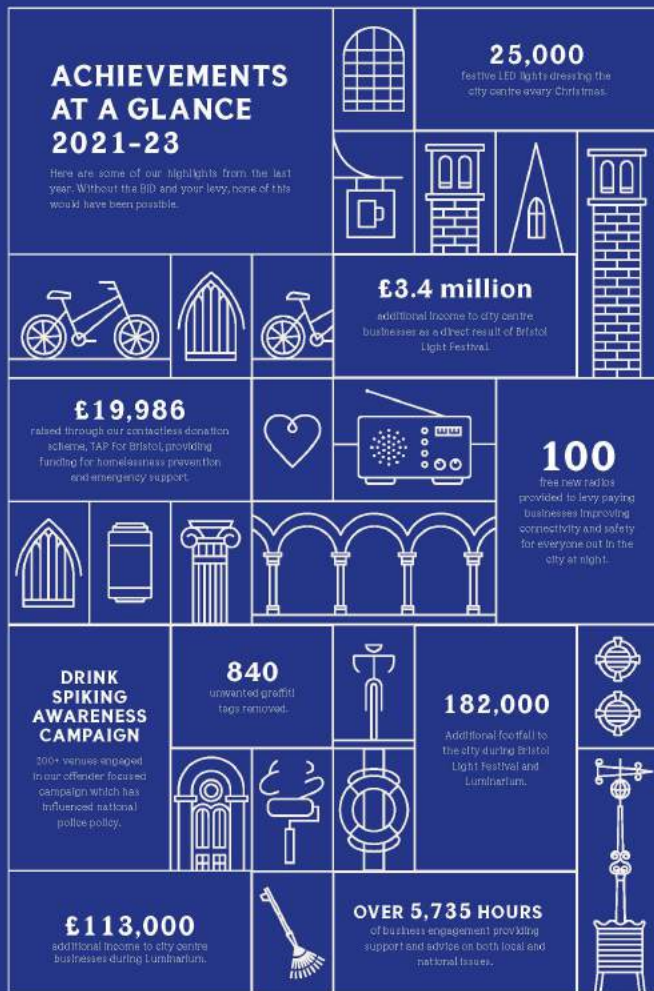
You should receive your billing leaflet in the post.

You can also view it [here](#).



# BRISTOL CITY CENTRE BID BUDGET NOV TO SEPT 2022

			Total	Budget	Variance to Budget
	Actuals (Nov - Sept)	Anticipated (Oct)			
			Year 5	Year 5	
<b>INCOME</b>					
Bid Levy	£1,110,129.00		£1,110,129.00	£850,000.00	£260,129.00
Sundry Income	£248,612.00	£11,127.00	£259,739.00	£101,727.00	
Income b/fwd			£36,165.00		
<b>Sub Total</b>			£1,406,033.00	£951,727.00	£260,129.00
<b>COSTS</b>	<b>Actuals (Nov - Sept)</b>	<b>Anticipated (Oct)</b>	<b>Total</b>	<b>Budget</b>	<b>Variance</b>
Management and Overheads	£163,000.00	£13,000.00	£176,000.00	£182,000.00	£6,000.00
Office costs	£32,115.00	£2,000.00	£34,115.00	£20,000.00	-£14,115.00
Promoting Success (including Marketing and Communications)	£189,113.00	£45,000.00	£234,113.00	£150,000.00	-£84,113.00
Seasonal Lighting (traditional lighting)	£14,420.00	£35,000.00	£49,420.00	£50,000.00	£580.00
Seasonal Lighting (trail development)	£279,833.00	£5,000.00	£284,833.00	£400,000.00	£115,167.00
Luminarium - grant spending	£73,000.00		£73,000.00		
BID renewal costs	£42,017.00	£2,500.00	£44,517.00	£40,000.00	-£4,517.00
Benefits for Businesses (Training/ Networking events)	£39,743.00	£0.00	£39,743.00	£40,000.00	£257.00
Purple Flag/Nighttime (incl Marshals, Pastors, Loop)	£32,474.00	£15,500.00	£47,974.00	£29,000.00	-£18,974.00
Street based ASB/ Rough Sleeping (incl. Streetwise officer costs)	£12,405.00	£16,000.00	£28,405.00	£32,000.00	£3,595.00
SWaN Training	£18,000.00	£19,000.00	£37,000.00	£37,000.00	£0.00
Cleansing contract management	£135,259.00	£13,000.00	£148,259.00	£175,000.00	£26,741.00
Graffiti (Cost management and recording)	£2,560.00		£2,560.00	£2,000.00	-£560.00
Green initiatives	£18,639.00	£300.00	£18,939.00	£40,000.00	£21,061.00
Business Support costs	£2,146.00		£2,146.00	£10,000.00	£7,854.00
Waste Contract (data and performance management)	£650.00	£650.00	£1,300.00	£2,250.00	£950.00
Safety – Radio system (BCRP)	£10,989.00	£5,000.00	£15,989.00	£20,000.00	£4,011.00
Policing Support costs - NEW	£0.00	£0.00	£0.00	£35,000.00	£35,000.00
Subscriptions and memberships	£3,200.00		£3,200.00	£2,500.00	-£700.00
<b>Sub Total</b>			£1,241,513.00	£1,266,750.00	£98,237.00
<b>Balance of actual income less full year predicted spend</b>			£164,520.00	£139,283.00	





THANK YOU