



# PERFORMANCE REPORT

OCTOBER – DECEMBER 2022  
Quarter 4



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**ENHANCING**

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## CLEANSING

- **October:** The amount of litter and waste being produced, particularly overnight, was very high, so the team focused on visiting hot spot areas first thing in the morning to ensure the areas are restored to looking pristine when people are on their commute to work.
- **November:** The team has focused their deep cleansing activities on Park Street, Queens Road and Park Row, making sure the areas are welcoming to those visiting for their Christmas shopping.
- **December:** The team focused on cleansing the pedestrian areas around the Bristol Hippodrome and Bristol Old Vic ready to welcome panto and theatre visitors. In addition, the team also ensured the pavements outside hotels and hospitality businesses within the BID area were kept clean and inviting for everyone coming to the city centre for their Christmas get-togethers.

## 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 474 tags from over 234 locations.

- **October:** 235 individual items graffiti were removed from 112 locations
- **November:** 146 individual items graffiti were removed from 65 locations
- **December:** 93 individual items graffiti were removed from 57 locations



# TAP FOR BRISTOL

## Total raised to date:

- £69,675 Contactless through TAP for Bristol devices.
- £2,923 Just Giving page
- £1000 Direct donations
- £5650 Belly Laughs Comedy Night
- £79,248 Total as at 31/12/2022

## Monthly Figures for Q4:

- October £1,404
- November £1,473
- December £1,812

In discussions with LibertyPay to trial a new donation point, transfer an existing donation point over to their platform and purchase a mobile unit (for use at events). This will enable us to maintain continuous donations in the event that GoodBox are no longer operational.



# BRISTOL LIGHT FESTIVAL

## 2023 Summary

The award-winning event will span 10 days, from 3-12 February 2023, to include two weekends, making it the longest edition to date providing even more opportunity for visitors to enjoy the city centre and attract visitors from outside of Bristol to come and experience everything the city has to offer.

## Marketing for 2023

- Printed maps / programmes distributed to hotels
- Printed posters distributed to businesses locally
- Websites, social media and email newsletters via Bristol Light Festival, Bristol City Centre BID, Redcliffe & Temple BID, Visit Bristol, Bristol Shopping Quarter
- Influencer marketing campaign
- PR campaign with three pre-event press releases
- Travel partnerships with First Bus and GWR
- Billboard advertising



**B** BRISTOL CITY CENTRE  
Business  
Improvement  
District  
PRESENTS

# BRISTOL LiGHT FESTiVAL

3 – 12 FEBRUARY, DARK TIL 10PM

**Explore Bristol through light**

Free to attend and open to all  
[bristollightfestival.org](http://bristollightfestival.org)

IN PARTNERSHIP WITH



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# CHRISTMAS LIGHTS

## Love Bristol This Christmas

Our 'Love Songs to the City' banners came to life on Corn Street alongside disco balls and new festive neon uprights attached to buildings.

Other venues hosted Disco Balls which were a welcome addition to enhance the festive and light offering throughout the city adding another touch of sparkle in the darker months.

To compliment the existing lighting on Park Street, the theme was extended further up to include Queen's Road with the addition of large lighting spheres of décor with strings of festoon lighting.

A really successful evening was held with photographer Adrian Wyatt, visiting all of the festive lights locations and teaching people how to photograph to get the best shots of lights at night using a variety of technical skills and sharing their skills.



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# GREENING

Q4 was quiet for installations due to the time of year but we continue to seek opportunities for both planting and public art.

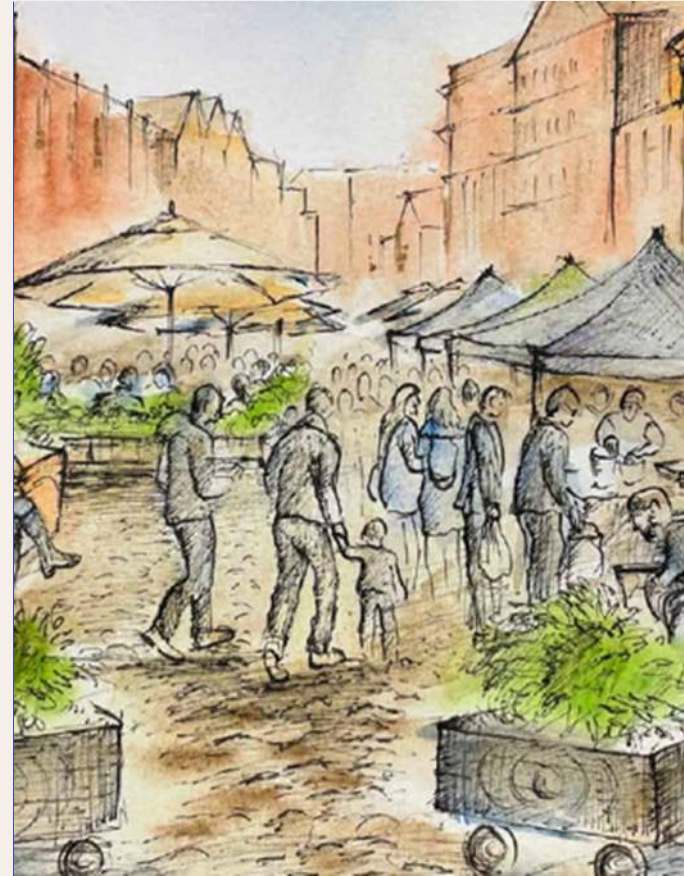
We have been asked by BCC to work with them on their Green Infrastructure Project for their High Street Priority areas of King Street, Park Street and Queens Road, Old City.

Each location has £100k to spend on greening, seating and public art. The money needs to be spent by October 2023 so it will be a fast turnaround.

We will offer our support as follows:

- King Street – working with businesses to ensure interventions complement existing plans
- Old City – engaging with businesses re interventions
- Park St and Queens Road – commissioning agency to engage with traders to understand priorities and ideas.

We also attended the BCC consultation event on the future of Castle Park and shared our input and ideas.



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**PROMOTING**

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# MARKETING

## Q4 Summary

### **The World Reimagined**

From 15 October, 10 World Reimagined globes transformed College Green with a free art exhibition to change how we understand the Transatlantic Trade in Enslaved Africans and its impact on all of us. We sponsored the Stolen Legacy: The Rebirth of a Nation globe by artist BS51.

[Read more >](#)

### **Bump in the Night**

For Halloween we supported Bump in the Night, a celebration of Bristol's historical and cultural heritage. Inspired by spooky stories of ghosts and giants, a lantern parade of illuminated puppets travelled from Broadmead to Queen Square. Workshops to create the lanterns, aimed at all ages and skill levels, were held in October at Bristol Old Vic and the Old City over half term.

[Read more >](#)

### **Love Bristol this Christmas**

Our 'Love Songs to the City' banners came to life on Corn Street alongside disco balls and new festive neon uprights attached to buildings.

### **Christmas PR**

We developed a BID area Christmas media release featuring the Christmas lights and Love Bristol Gift Card, resulting in coverage including a dedicated Bristol Life newsletter headline: MERRY BIDMAS, as well as coverage on Bristol Live, ITV News and more.

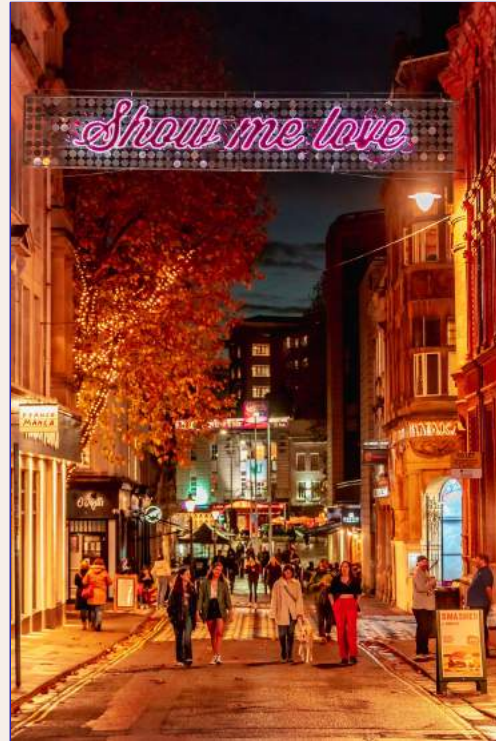
The BID's Christmas campaign achieved:

- Online, print and broadcast PR coverage: 8 pieces
- Organic social media reach: 4,190,900

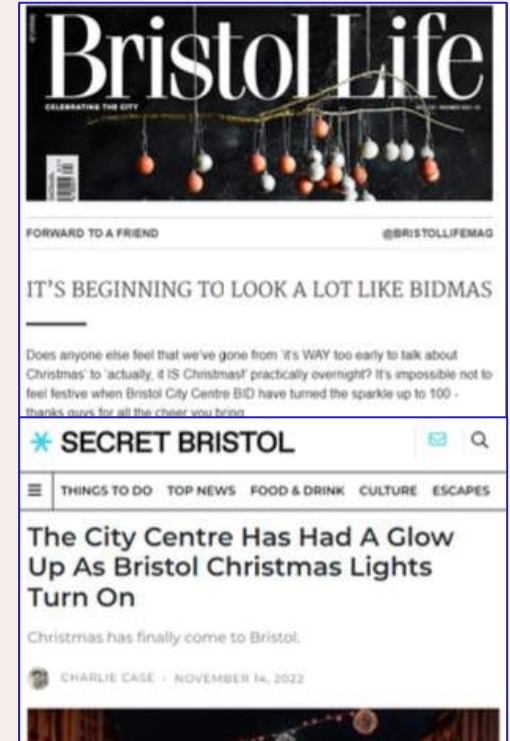
## The World Reimagined



## Love Songs to the City



## Christmas PR



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# LOVE BRISTOL GIFT CARD

## **Christmas Campaign: Bristol in the Palm of Your Hand**

A social and video-led Christmas campaign eight Instagram Reels shared via organic and paid social. The videos utilised songs from the 'Love Songs to the City' lyrics from Corn Street to tie the elements together, and showcased the products and experiences available with the Love Bristol Gift Card, specifically highlighting the new Love Bristol Night Out Gift Card. Head to our Instagram to view all of the reels.

## **Competitions**

- 'Help find the UK's Favourite Business' with Prior being nominated as a finalist
- First Bus giving away £1,000 worth of digital Love Bristol Gift Cards through their 12 days of Christmas competition
- Photo competition of Christmas lights inspired by our Christmas lights photography walk

## **Outdoor Media**

The campaign also included branding the back of a Number 1 First Bus, running on a key route through the city centre, and window vinyls on empty shop units including:

- 18 Triangle South at the back of Allison Jane Bridal
- The old Fopp unit opposite College Green
- The old TM Lewin unit on Park Street

## Give the Gift of Bristol



## First Bus



## Window Vinyls



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# LOVE BRISTOL GIFT CARD

## Sales

It is predicted that 50% of gift card sales happen in the run up to Christmas.

In December, the Love Bristol Gift Card sold £8,330:

- £5,915 worth of physical gift cards
- £2,415 worth of digital gift cards

Since launching in June, we have sold £21,510 worth of Love Bristol Gift Cards:

- £16,490 worth of physical gift cards
- £5,020 worth of digital gift cards

## Photography opportunity 📸

If you are a business signed up to the Love Bristol Gift Card scheme and would like a photo taken holding a giant version within your business venue, please get in touch with [Izzy](#).

If you're not yet signed up to accept the card you can do so [here](#), or by contacting Izzy to run a test transaction for you in person.



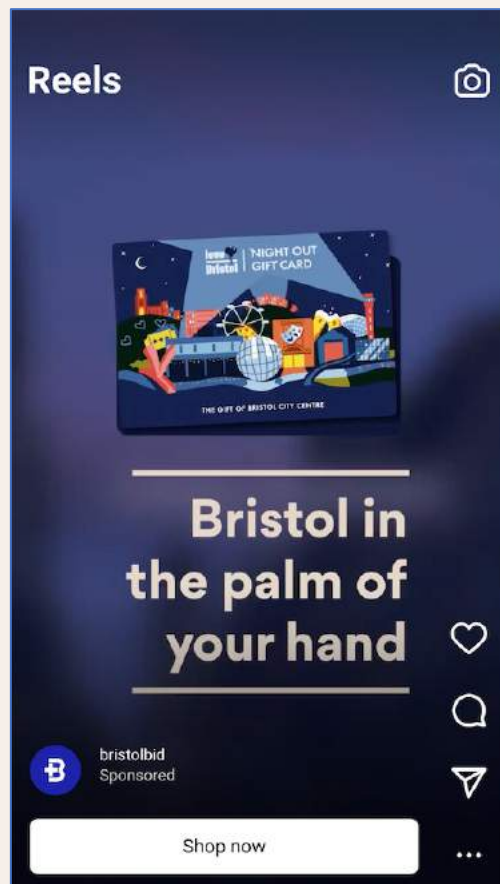
13 – 24 December

## PAID SOCIAL

We promoted our Love Bristol Gift Card and Love Bristol Night Out Gift Card, encouraging Bristol-lovers to purchase a gift card as a Christmas present.

### Facebook and Instagram

- Targeting people located in Bristol
- 403,685 impressions
- 101,632 reach (individuals who saw the ad)
- 4,665 landing page views
- 58,950 post engagements



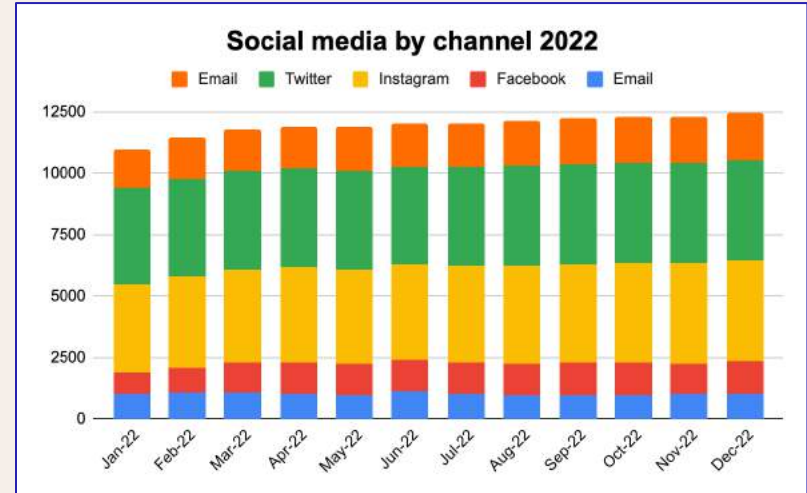
## SOCIAL MEDIA & EMAIL

LinkedIn is our highest growing channel this quarter with a 4% increase.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates of between 26-30%. The best open rate was received for our November Newsletter which announced our Christmas Lights and launched the Love Bristol Night Out Gift Card.

The highest unique CTR was 8.30% for our October newsletter which included Cost Savings Support from PSP and information on Clean Air Zone exemptions.

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

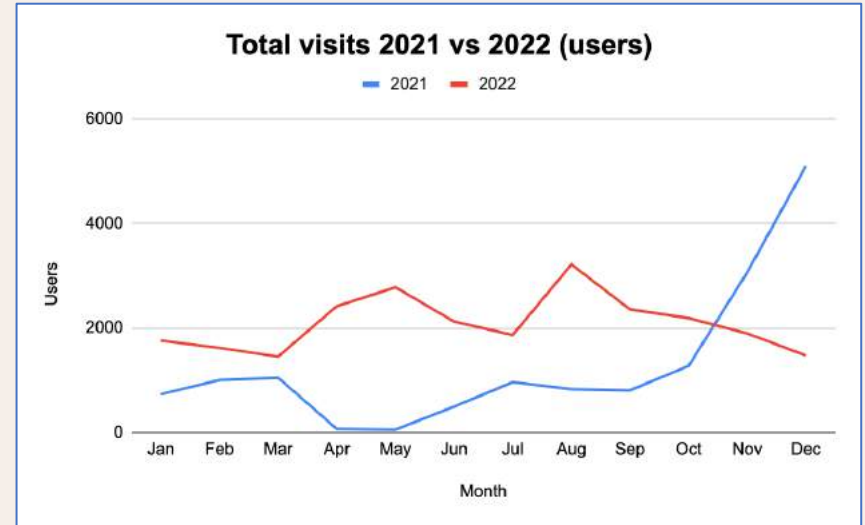


# WEBSITE

We have seen a 41% decrease in total traffic in Q4 2022 vs Q4 2021, from 2,358 to 1,477. This is due to Q4 focusing on our Love Bristol Gift Card Christmas campaign, therefore linking to [lovebristolgiftcard.co.uk](https://lovebristolgiftcard.co.uk) rather than to the BID website directly.

The Love Bristol Gift Card website saw 5,480 visits, replacing those lost on the BID site.

Total page views reached 12,995, with most viewed pages including our Complete Guide to CAZ and Belly Laughs lunchtime event.



## Social Media

# MOST LIKED POSTS



Likes: 240  
Reach: 2,052  
Engagements: 251



Likes: 70  
Reach: 831  
Engagements: 72



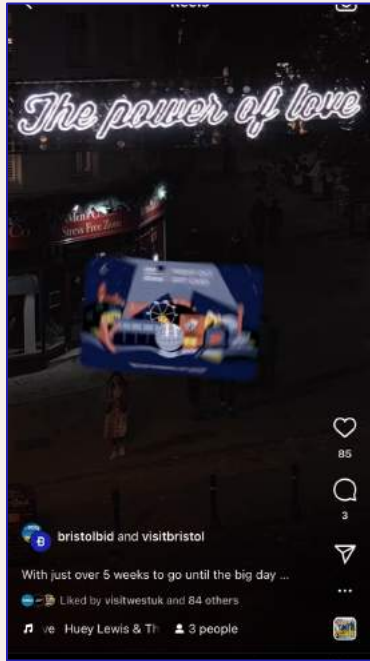
Likes: 69  
Reach: 778  
Engagements: 72



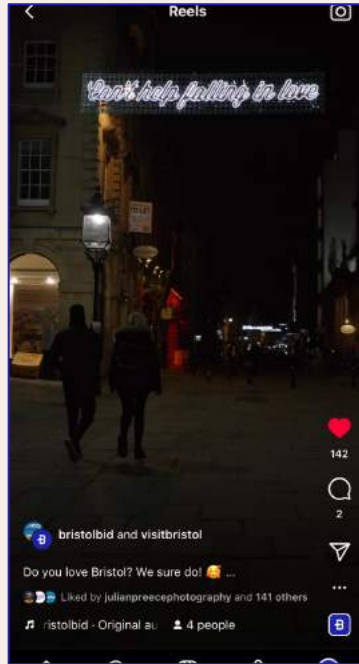
Likes: 52  
Reach: 931  
Engagements: 57

## Social Media

# POSTS WITH MOST VIEWS



Likes: 85  
Views: 13,421  
Reach: 11,627



Likes: 142  
Views: 9545  
Reach: 9,151



Likes: 19  
Views: 3310  
Reach: 3,126

This quarter, there was a larger focus on promoting reel content across our projects, with our Christmas Love Bristol Gift Card campaign, Christmas Lights and student safety projects all using video content.

By using reels, we are able to create engaging and informative content with both current and prospective followers.

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**PROTECTING**

# THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- As a result of reduced attendance at Bristol Aquarium, the Retail Security meetings have been returned permanently to Cabot Circus, attendance at these from Old City/Park Street/Queens Road has improved but further work is required to make these meetings beneficial for retailers. This will continue into 2023.
- The City Centre and Broadmead radio schemes were joined together at the start of November. There is now one system connecting nearly 190 businesses across the 3 BID areas with the operations centre and police. Over 100 of these radios are in the city centre BID area.
- After a trial period of a joint resource for the operations centre between BIDs and police we have collaboratively decided that this position will not come to fruition. This is due to budget cuts within the police and the difficulty in finding a permanent member of staff.
- Fran has been asked to join as a Director on the board of the National Business Crime Reduction Partnerships
- Fran presented to the Association of Police Crime Commissioners on all of the projects taking place in the city as part of the BID and the BCRP. There was some great feedback from various members of the group on the quality of the presentation and projects taking place.
- The Senior Project Manager also presented to the PCC on the BCRP to try and obtain some funding. Next steps are to submit a proposal to the PCC office.

## 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

Stats 01/10/2022 – 30/12/2022

Referrals for housing support = 72

Verbal Warnings = 34

Referrals for substance misuse support = 42

Criminal Behaviour orders = 1

Referrals for health support = 11

Civil Injunctions = 8

Referrals for financial support = 13

Community Protection Notices = 7

Community Protection Warning

Notices = 15

During this period, the SIS have noted an increase in anti-social behaviour in car parks things such as nuisance rough sleeping, persistent begging and public drug use. We are addressing this by increasing patrols within in the central area car parks and working with car park owners to gather evidence of individuals engaged in anti-social behaviour. To date we have issued multiple warnings to people causing issues in the car parks and have successfully applied for one civil injunction and one Criminal Behaviour Order (CBO) against two of the most persistent offenders.

During the cold weather snap the Server Weather Emergency Protocol (SWEP) was called. The SIS worked with our partners in St Mungo's to safeguard people sleeping rough in sub-zero temperatures by booking them into emergency accommodation.

Moving into the new year we look forward to building on existing relationships with levy payers and making new contacts to assist them in addressing any issues they may be having.



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# POLICING

## **Dedicated PCSO – Nat Naylor**

Nat continues to engage with levy payers across the city centre providing them with support and advice on retail crime issues on a proactive basis.

During this quarter he has engaged 244 times with 54 separate businesses.

A positive example of the Police, businesses and the BID working together occurred in October when several businesses around the Triangle area were having issues with a prolific shop lifter. They communicated with each other via the security radios and Nat was able to visit them to obtain CCTV evidence. The businesses also reported their cases online via the police portal. This shows the power of the BCRP and us working together. Since then, the offender has not returned to these stores.



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# NIGHT-TIME

- The Drink Spiking campaign continues to work around the city with venues holding test kits and displaying posters. This work links with the Student Safety project that was launched in September, highlighting to students how to act in the city. The Harm Reduction campaign with Bristol Nights endeavours to educate people about how to help people who are drunk or have taken too many drugs without judgement.
- At the end of November Bristol City Council hosted a visit for the delegation from Korea who came to learn about Bristol's night-time economy. Fran Inman (Senior Project Manager) presented on the BID's work and also hosted a tour around the city, showing off Bristol at night.
- Following a few issues with security companies within the city our Senior Project Manager met with SIA from the Home Office to understand how security companies get their accreditation. This resulted in a joint collaboration with licencing and the SIA to ensure compliance through Bristol.



# HARM REDUCTION CAMPAIGN

Bristol City Centre BID has supported Bristol Nights with a city-wide Harm Reduction Campaign which encourages a safety-first approach towards drug and alcohol use in Bristol.

Harm reduction is described as a human-centred approach, focusing on providing judgement-free solutions to lower the risks of behaviours surrounding drugs and alcohol whilst supporting people to access support and accurate advice.

Our coordinated outlook following on from the previous campaigns allows us to communicate a clear policy to unite businesses, festivals, promoters, universities, the police and Council.

Night-time businesses across the city centre have been supplied with physical guide booklets, leaflets, and posters promoting harm reduction messaging to the public. These provide best practice processes on legislation for venues and events and advice on how to act in an emergency related to alcohol or drugs.

This campaign is an extension of Bristol Rules and the other night-time economy focused project work such as the Drink Spiking and Student Safety campaigns and the Anti-Sexual Harassment training. This particular campaign was covered by the national BBC.

# KNOW YOUR HIGHS AVOID THE LOWS

Mixing different drugs (including alcohol and medicines) can be dangerous and have unpredictable effects. Scan the QR code to check out our toolkit for how dangerous certain drug combinations are, or what to do in an emergency.



**BRISTOL**  **bdp**  **REDMANSTER**  **UNIVERSITY OF BRISTOL**  **Bristol SU**  **UNIVERSITY OF BRISTOL**  

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# SAFETY PROJECT OVERVIEW

## **Violence Against Women and Girls (VAWG)**

The Safety of Women at work group will be meeting again in February to progress the research and development of the agreement.

## **Safety of Women at Night Training (SWaN)**

Throughout Quarter 4, 5 trainings sessions were held. As before this was well received by a growing number of businesses and individuals. Going into 2023 we plan to hold training sessions on a quarterly basis to enable businesses to send new staff or to attract wider participation.

In total in 2022 470 individuals were trained from 110 different venues across Bristol.

## **Office Sector Lunch and Learn**

In December we jointly hosted a Lunch and Learn session with Redcliffe and Temple BID, aimed at members of the office sector. We discussed BID safety initiatives, the Chief Inspector Robert Cheeseman presented about the Police's presence in the city and Lewis Monk gave an insight into the Streetwise team's work. This event was positively received by all who attended and we are now looking to develop this into a programme of events covering a wide range of topics in 2023.



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# SAFETY PROJECT OVERVIEW CONTINUED

## Water Safety

The Water Safety Partnership continue to work to ensure the harbourside is a safe place and people are aware of the dangers of the water. While the Football World Cup coincided with the busy Christmas period and very cold weather, the partnership came together to share more joint communications on water safety.

Free water safety training with Avon Fire and Rescue is available upon request to any levy paying business. Do get in [contact](#) if this is something you would be interested in.

The Partnership will continue to meet quarterly in 2023.



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**SUPPORTING**

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# BUSINESS LIAISON

## Highlights:

- Promotion of Love Bristol Gift Card to office sector to increase sales and to H/L & Retail for additional merchants.
- Liaising with businesses on Energy Support project.
- Meetings with King Street Collective on pedestrianisation and street canopies.
- Securing voluntary BID levy from new business in advance of agreed rateable value.
- Welcoming 5 new businesses into the BID area to introduce BID projects and services.
- Liaising with H&L venues on King St and Welsh Back to co-ordinate Belly Laughs – Comedy on the Cobbles 2.



# BRISTOL'S CLEAN AIR ZONE

## Highlights:

- We have supported Bristol City Council's communications regarding the launch of the Clean Air Zone.
- In November we hosted a joint webinar with Business West and Visit West on the CAZ – attended by around 30 businesses with all questions answered on the webinar.
- We have sent out three emails regarding the CAZ to businesses (with one to follow) with a strong open rate from all the emails. The remaining email will focus on support available to travel sustainably.
- We have received very little feedback about the impact of the CAZ on City Centre trading but will continue to monitor our data to assess long term trends



BID UPDATES - TRANSPORT

## THE COMPLETE GUIDE TO BRISTOL'S CLEAN AIR ZONE

Once live next week, on Monday 28 November, Bristol's CAZ will be in operation 24 hours a day, seven days a week.

23/11/2022



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# ONGOING PROJECTS

## **King Street permanent pedestrianisation**

Funding has now been granted to deliver the permanent pedestrianisation scheme in late 2023. This will include a new cycle lane on Queen Charlotte Street, continues footways and additional cycle racks.

£100k funding has also been allocated for Green Infrastructure for King Street. This needs to be spent by Sept 23. We are working with BCC, LDA and the King Street Collective to ensure that interventions complement existing plans and work well for the businesses on the street.

Interventions are set to include:

- Public seating
- Planters
- Public art
- Additional seasonal lighting/art
- Trees in planters



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# ONGOING PROJECTS

## King Street Venues – Outdoor seating & canopies

- Liaising with venues and BCC to establish requirements and relevant permissions for covered external seating areas in line with King Street Vision proposed by LDA Design.
- Introducing canopy supplier to all businesses to discuss cost saving for bulk purchase.
- Agreeing with BCC that retrospective planning permission could be applied for at the point of install and subsequent discussions have resulted in the removal of planning requirements for parasols enabling businesses to expedite any orders.
- Further discussions ongoing with BCC to agree defined areas in the eastern section of the street.
- Pending purchasing decisions from venues and agreed timeframe from BCC to ensure that any required groundworks (ground sockets for parasols) are installed without hindering planned highway maintenance work for the area.



# COST SAVINGS

14 appointments have been carried out with levy payers in the City centre area to identify cost savings against a variety of operating costs

13 meetings resulted in further investigations

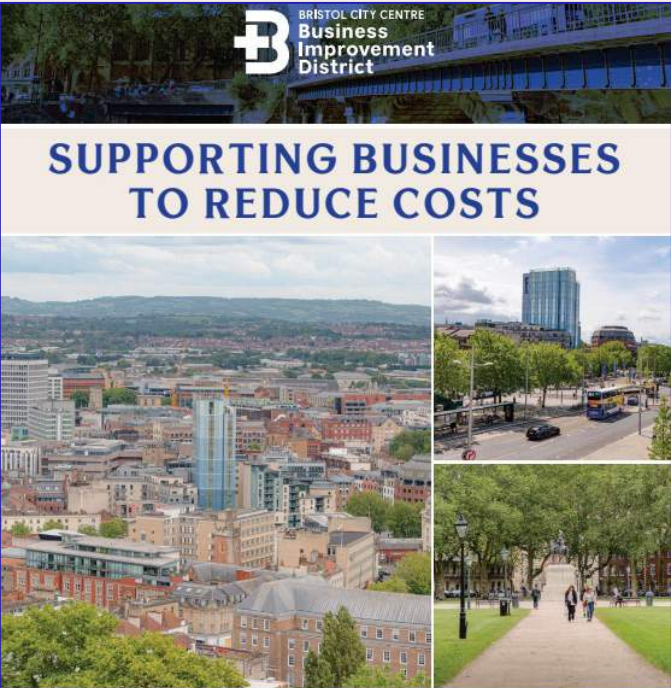
8 still to release data to PSP

5 identified as future prospects

2 Businesses used PSP info to benchmark against existing suppliers and release discounts

Total assisted saving realised: **£12,303**

Total cost savings identified: **£22,173.61**  
(incl future savings at existing contract term end)



**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

**PSP** | PLACE  
SUPPORT  
PARTNERSHIP

**Redcliffe  
& Temple  
BID**

**BRISTOL CITY CENTRE  
Business  
Improvement  
District**

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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 hosting our popular yoga in the park sessions inside some of Bristol's most iconic and unique locations. This quarter included Revolución de Cuba, The Station, Hippodrome, The Raven.

- **October:** Deep Stretch Yoga, Slavery History Walking Tour, Gardening Session
- **November:** 2 x Deep Stretch Yoga, Haunted Bristol Walking Tour, Gardening Session
- **December:** Deep Stretch Yoga



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# DR BIKE

Our Dr Bike service continues to be a much appreciated offer a valuable tool to engage levy payers.

In 2022 we serviced 142 bikes across 14 sessions at 6 different venues.

As a result of the engagement in 2022 we will now host a monthly Dr Bike session at Bristol Beacon.

We have been successful in our application for funding for 50% of the cost of Dr Bike from Jan - June.

At present most bookings come from staff from a small number of levy payers but we hope that our efforts to engage more of the office sector in the City Centre BID area will in turn grow demand for our Dr Bike sessions.



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# BID FINANCE

## BRISTOL CITY CENTRE BID BUDGET: END OF YEAR

Finance Table	21/22 Actual	21/22 Prospectus Budget
	Nov21 - Oct22	
<b>Income</b>		
Levy at 1.5%	1,110,129	1,152,000
Other Income	248,762	60,000
<b>Total</b>	<b>1,358,891</b>	<b>1,212,000</b>
<b>Expenditure</b>		
Improving the welcome	312,568	200,000
Improving the look and feel	320,730	193,000
Improving Safety	164,543	235,000
Promoting our success	149,789	182,000
Always acting in your best interest	126,245	125,000
Management and overheads	170,248	182,000
Contingency and loan repayment	-	95,000
<b>Total</b>	<b>1,244,123</b>	<b>1,212,000</b>
<b>Underspend/(Overspend) current year</b>	<b>114,768</b>	<b>0</b>
<b>Underspend b/fwd previous years</b>	<b>180,150</b>	
<b>Total underspend/(overspend)</b>	<b>294,918</b>	

## BRISTOL CITY CENTRE BID BUDGET NOV – DEC

Finance Table	22/23 Actual	22/23 Prospectus Budget	NOTES
	Nov22 - Dec23		
<b>Income</b>			
Levy at 1.5%	402,269	955,700	Collected levy inc £25k contingency £65k committed BLF 22.
Other Income	6,547	60,000	
<b>Total</b>	<b>408,816</b>	<b>1,015,700</b>	
<b>Expenditure</b>			
Enhancing	70,564	353,560	Bristol Light Festival/ Cleansing / Unicorn Fest
Promoting	41,956	224,000	Consumer PR & events/ Christmas
Protecting	37,042	135,000	TAP/ Streetwise/ PCSO/ BCRP
Supporting	30,773	86,586	Levy payers event/ Procurement/ Sponsorship
Levy Collection	-	13,414	Fee to BCC
Management and overheads	43,926	182,826	BID team/ office/ Visit West contribution
Contingency	256	20,314	
<b>Total</b>	<b>224,517</b>	<b>1,015,700</b>	Nov & Dec
<b>Underspend/(Overspend) current year</b>	<b>184,299</b>		
<b>Underspend b/fwd previous years</b>	<b>294,513</b>		£120k committed spend 21.22 invoiced 22.23
<b>Total underspend/(overspend)</b>	<b>478,812</b>		

## BRISTOL CITY CENTRE BID BUDGET PROJECT YEAR NOV - OCT

Finance Table	22/23 Actual	22/23 Prospectus Budget
	Nov22 - Oct23	
<b>Income</b>		
Levy at 1.5%	952,269	955,700
Other Income	79,454	60,000
<b>Total</b>	<b>1,031,723</b>	<b>1,015,700</b>
<b>Expenditure</b>		
Enhancing	393,814	353,560
Promoting	254,556	224,000
Protecting	193,257	135,000
Supporting	113,853	86,586
Levy Collection	-	13,414
Management and overheads	174,571	182,826
Contingency	20,570	20,314
<b>Total</b>	<b>1,150,621</b>	<b>1,015,700</b>
<b>Underspend/(Overspend) current year</b>	<b>-118,898</b>	<b>0</b>
<b>Underspend b/fwd previous years</b>	<b>294,513</b>	
<b>Total underspend/(overspend)</b>	<b>175,615</b>	



THANK YOU