



PERFORMANCE REPORT

JANUARY – MARCH 2023
Quarter 1

ENHANCING

CLEANSING

- **January:** The start of the year saw a focus on areas that had experienced higher footfall over New Years Eve celebrations in the city, with hotels and hospitality areas being increasingly busier.
- **February:** The cleansing team worked incredibly hard before, during and after Bristol Light Festival, making sure the city was looking its best every day for the thousands of visitors.
- **March:** The team focused on their weekly cleansing rounds and systematic deep cleans.

“Just to say, the concourse looks AMAZING after your deep cleaned! I didn’t realise how many colours there were because it had always been so grubby, and I’ve had so many comments from the tenants to say how nice it looks. We really appreciate the cleansing team and are very glad to have them”.

Building Manager, The Programme.



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 453 tags from over 222 locations.

- **January:** 110 individual items graffiti were removed from 57 locations
- **February:** 206 individual items graffiti were removed from 123 locations
- **March:** 137 individual items graffiti were removed from 42 locations



NEW CLEANSING VEHICLE

Our trusty milk float cleansing vehicle, which has served us from 2018, has just celebrated four years on the streets of Bristol. It has provided over 25,000 hours of additional street cleansing and removed nearly 6000 unwanted graffiti tags.

We now have a brand new all-electric van and this month, launched a competition asking the public to suggest names for it. We received over 40 brilliant suggestions, which have now been shortlisted for the public to vote for their favourite. The shortlisted names are:

- Ghost Dusters
- Cleansformer
- Gurt Brush
- Bristle
- Sponge Bob Square Van

The poll will close on the 21st April and a design for a new wrap will be created, based on it's new name.



TAP FOR BRISTOL

Total raised to date:

- £73,740 Contactless through TAP for Bristol devices.
- £3,715 Just Giving page
- £4,562 Direct donations
- £9,550 Belly Laughs Comedy Night (x 2) plus lunchtime event
- £87,317 Total as at 31/03/2023

Monthly Figures for Q1:

- January £1,443
- February £1,422
- March £1,200

Application received for emergency funding from Missing Link Housing

RSM (UK) confirmed that TAP for Bristol will be their nominated workplace charity from April 2023



GREENING

We continue to meet with BCC regarding 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 was originally due to be spent by October '23 but BCC have asked for an extension.

We provided feedback to BCC on the brief for a consultant to develop plans for Park St. and Broadmead and will offer further support to engage businesses.

We met in late April to discuss maintenance options as there is currently no budget for maintaining what is installed.



BRISTOL LIGHT FESTIVAL

2023 Summary

The award-winning event spanned 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 Bristol has to offer.

Headline results from the visitor survey carried out during and after the event:

- Visitor footfall to the event was an estimated 250,000 people
- 182,500 of total attendees were influenced to visit the city due to Bristol Light Festival.
- Residents/people working/studying in Bristol accounted for 77% of influenced visits
- The average spend was £25.58 per person whilst visiting the event
- A total of £6.9m spend was associated with all those visiting the festival with a total of £3.3m of the spend estimated to be additional, occurring as a direct result of the festival taking place
- Local business turnover as a result of the total additional associated spending at the festival was estimated at approximately £4.6m.



PROMOTING

MARKETING

Q1 Summary

Belly Laughs

Comedy on the cobbles returned to King Street once more, with an amazing £3,625 raised for TAP for Bristol with 10 venues taking part and a surprise appearance from comedian Russell Howard.

[Read more >](#)

Social Media Reach: 4,745

Mother's Day

For Mother's Day we participated in the 'Mums love local' campaign with Town & City Gift Cards which selected a female, mother owned businesses across the country and Mrs Potts Chocolate House was selected.

[Read More >](#)

Social Media Reach: 15,825

W.E. Irish

To celebrate St Patrick's Day, the West of England Irish Culture Fest 2023 painted Bristol green from 10 – 19 March with a parade throughout the Old City and a shindig street party in St Nicks Market which we supported.

[Read more >](#)

Social Media Reach: 6,404

Bristol Light Festival

See pages 12-13 for full overview

Belly Laughs



Mother's Day



W.E. Irish



BRISTOL LIGHT FESTIVAL

Marketing statistics

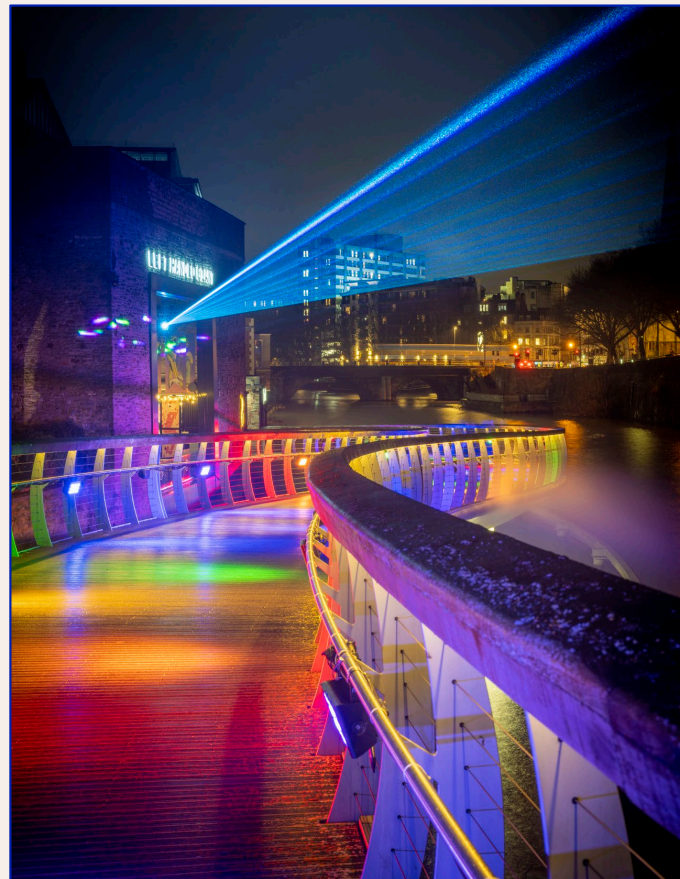
- There was a total reach of 25k across all posts and stories on our social media channels (Social media platforms used: twitter, Instagram, FB)
- There were 900 views on our website page with an average view time of 2 mins.
- We printed and distributed 1000 leaflets

Social Media

- 23.57% increase in Bristol Light Festival Instagram followers from 8413 (02/03/2023) to 10,396 (15/03/2023).
- Visit Bristol Instagram takeover with an audience of 78.8k, reaching 161,338
- Cross-channel impressions reaching 923,322
- Cross channel likes reaching 16,362
- 399% increase in user generated Instagram stories 2021 vs 2022 (200 to 998)

Email

- Increase in Bristol Light Festival newsletter subscribers from 2298 at the end of the 2022 festival to 4792 ahead of the 2023 festival.



BRISTOL LIGHT FESTIVAL

Website

- 31.29% increase in visits to BLF website YoY for the festival's running period:
- 1-6 March 2022 - 38,583 vs. 3-12 February 2023 - 50,655

Press

- Three-month campaign covering national, regional, broadcast and online media
- Media relations and on site press office
- Igers festival tour for 30+ Instagrammers & drinks reception
- 118 pieces of coverage achieved
- 15 broadcast hits; including 8 interviews, reaching 5.5 million including ITV West, BBC Points West, BBC Radio Bristol, Heart FM, Greatest Hits
- National print and online coverage including Daily Telegraph, Candis and Countryside
- 98 online and print articles including DPS features in Bristol Post, Western Daily Press, 4 page feature in Bristol Life and more
- 90 social posts directly related to influencer tour, reaching over 350,000
- Stakeholder engagement through media releases i.e. Cabot Circus, Bristol City Council, R&T BID, Broadmead BID.

Total reach 98,000,000



LOVE BRISTOL GIFT CARD

Sales

Since the start of January, we have sold:

- £6,295 worth of physical gift cards
- £2,425 worth of digital gift cards

Since launching in June, we have sold £30,230 worth of Love Bristol Gift Cards:

- £22,785 worth of physical gift cards
- £7,445 worth of digital gift cards

Redemptions

Since the start of January, gift card owners have spent £4,348.43:

- £2,554.86 on physical gift cards
- £1,793.57 on digital gift cards

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.



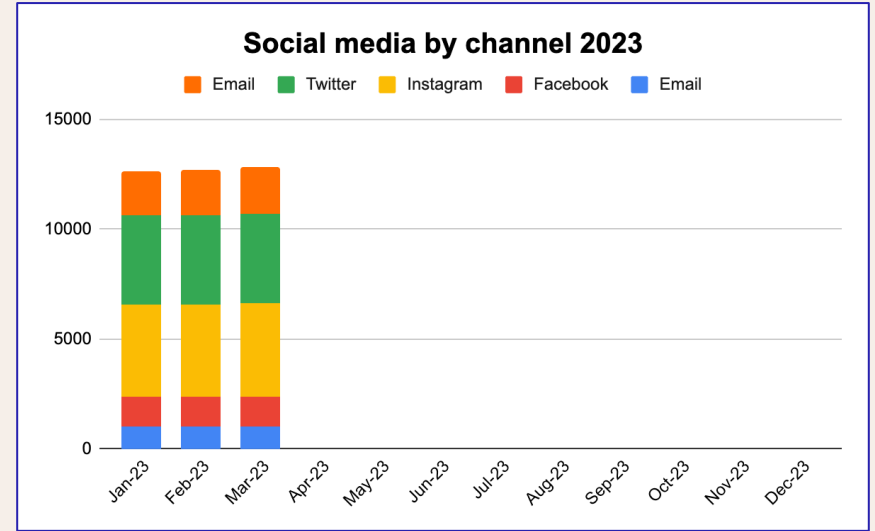
SOCIAL MEDIA & EMAIL

LinkedIn continues to be our highest growing channel this quarter with a 6.8% increase followed by Instagram with a 2.8% increase.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates of between 25-34%. The best open rate was received for our February newsletter which highlighted Bristol Light Festival, W.E. Irish Culture Fest, SeedL and more.

The highest unique CTR was 6.13% for our January newsletter which included a Bristol Light Festival announcement, Comedy on the Cobbles with Belly Laughs, Cycle to Work and more.

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

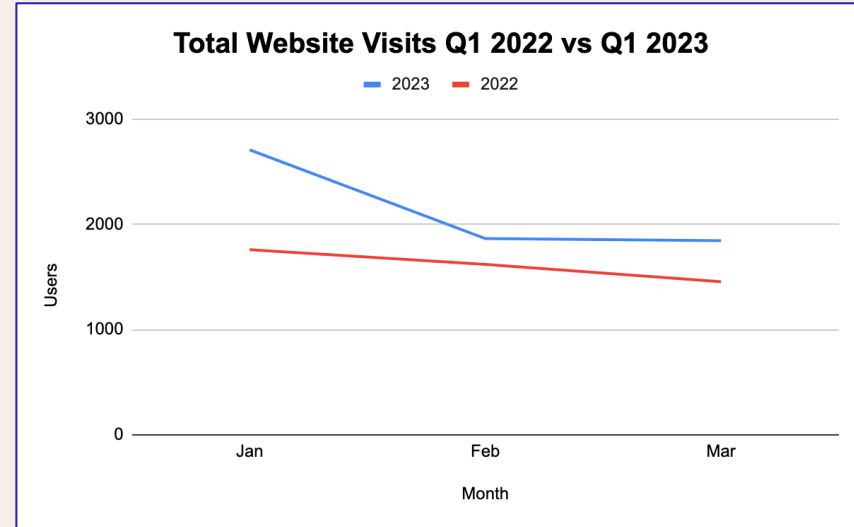


WEBSITE

We have seen a 32.8% increase in total traffic in Q1 2022 vs Q1 2023, from 4,833 to 6,417.

Total page views reached 15,948, with most viewed pages including our Comedy on the Cobbles with Belly Laughs, events listing page and Clean Air Zone hub.

January received the highest traffic in Q1 2023, with 24.3% of total page views landing on our event page for Comedy on the Cobbles with Belly Laughs.



Social Media

MOST LIKED POSTS



bristolbid

View Insights [Boost post](#)

Liked by julianpreeceptography and 266 others

bristolbid The time has come for the city to be filled with light, colour and surprises around every corner. [more](#)

Likes: 267
Reach: 2,240
Engagements: 275

[Posts](#) [About](#) [Videos](#) [Photos](#) [More](#)



Bristol City Centre BID
28 Mar · 🌐

Painting the city centre green, white and orange 🇮🇪

Last Sunday saw the finale of **W.E. IRISH** cele... See more

23 Likes 7 comments 23 shares 1.6k views

[Like](#) [Comment](#) [Share](#)

Bristol City Centre BID is with Massive Attack and 2 others.
27 Mar · 🌐

That's a wrap... Submissions to name our new cleansing vehicle have officially closed! [more](#)

Likes: 153
Views: 1,621
Reach: 3,511

bristolbid and mrspsottschocolatehouse



View Insights [Boost post](#)

Liked by julianpreeceptography and 136 others

bristolbid When you spoil your mum with a Love Bristol Gift Card this Mother's Day, you'll also be supporting mums running local businesses and positively... [more](#)

View all 3 comments
27 February

Likes: 137
Reach: 7,138
Engagements: 141

bristolbid
King Street



View Insights [Boost post](#)

Liked by kingstreetbrewhouse and 87 others

bristolbid 10 venues, 40+ comedians and a whole lot of laughter 🤣... [more](#)

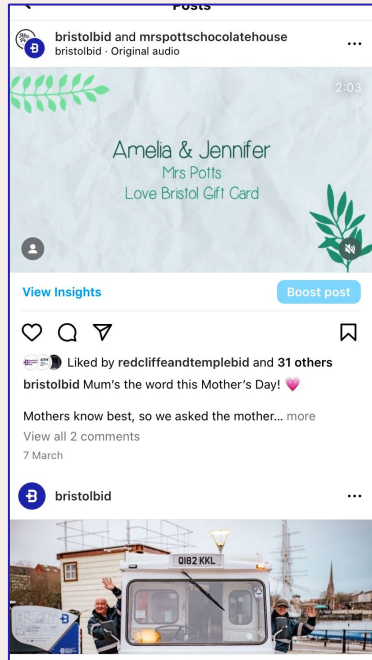
17 January

bristolbid

Likes: 88
Reach: 1,138
Engagements: 90

Social Media

MOST VIEWED POSTS



Likes: 32
Views: 3,991
Reach: 3654



Likes: 50
Views: 2,059
Reach: 1943



Likes: 153
Views: 1,621
Reach: 3,511

This quarter, we have continued to focus on promoting reel content across our projects, with our Mother's Day Love Bristol Gift Card campaign, Belly Laughs and Bristol Light Festival all utilising video content.

By using video, we can create engaging and informative content with both current and prospective followers to showcase the array of projects we run and support.

PROTECTING

THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- There has been an increase in the use of the DiSC system since the Safety project (SaBA) in the Broadmead BID area. Levy payers are starting to understand the worth of sharing intel on this platform. There has also been an increase in requests from a range of levy paying businesses to join. For these new members we have offered 1-1 training.
- There has been a 740% increase in DiSC reporting from January-March. The police have been very active in adding offender images to the site which increases business' awareness and supports the reporting system.
- 15 new members from various businesses have been added.
- There are now 102 radios in Bristol City Centre BID businesses, linking into the city-wide network of over 200 radios in total.
- At the start of this year, we welcomed Sean Underwood as the new Sergeant for the beat team for the city centre. Sean has been very proactive in supporting the BID and has put a lot of effort into the Retail Security meeting and the DiSC system, to ensure it is updated with the latest stats and information available. This has proven to be insightful and useful for a number of levy payers.



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](#) >

THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- Fran, the Senior Project Manager, has been asked to join as a Director on the board of the National Business Crime Reduction Partnerships. This is a real opportunity to embark on best practice and highlight the work of our BCRP at a National level.
- The Senior Project Manager presented to the Keeping Bristol Safer Partnership and obtained £2k of funding towards the BCRP for a safety event and for use on marketing collateral.



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[Our Projects](#)

[About BCRP](#) >

STREETWISE

Streetwise Officer – Lewis Monk

Following discussions with all Head of BIDs the dedicated Streetwise Officer will be a shared resource from the 1st April. This has resulted in an update of the MOU. The split of time will be 2 days in Broadmead, 2 days in City Centre and 1 day in Redcliffe and Temple area. This should not affect or impact the city centre.

During this period the SIS has noticed an increase in anti-social behaviour in car parks and parks such as nuisance rough sleeping, persistent begging and public drug use. We are addressing these issues by increasing patrols of car parks and the parks and working alongside managers of the car parks and the parks to gather evidence of anti-social behaviour and alongside this to help get information to be able to see what support we can offer. To help solve some of these issues we have given multiple CPW's and CPN's and also Rough Sleeper forms. SIS has continued to work with partner agencies to help solve these issues.

Moving forward we want to continue building on existing relationships with levy payers and to help assist them in any issues we can help them with.



Referrals for Housing Support – 228
Verbal Warnings – 33
Referrals for Substance Misuse Support – 161
Criminal Behavioural Order – 4
Referrals for Health Support – 35
Civil Injunctions – 3
Referral for Financial Support – 9
Community Protection Notice – 6
Community Protection Warning – 9

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 217 times with 65 separate businesses.

Nat has worked very hard this quarter, especially with the supermarkets, to apprehend a number of prolific offenders. He has also worked closely in partnership with our Streetwise Officer to collect intel on those causing anti-social behaviour. The businesses now have a very strong relationship with Nat and feel safer as a result.



SAFETY PROJECT OVERVIEW

Water Safety

Bristol City Council have decided to embark on a swim pilot from the end of April until end of May. We were conscious that we have always discouraged swimming in the harbour so have worked closely with the Council and Fire Service to ensure that once the pilot starts, we have a robust communications plan in place. The Water Safety Partnership will continue to meet quarterly in 2023.

CT session Light Festival

We hosted a Counter Terrorism session in partnership with Avon and Somerset police, specific to Bristol Light Festival, to ensure all of the teams, including external partners, were up to date with legislation and what to do in a Counter Terrorism emergency.



SAFETY PROJECT OVERVIEW CONTD.

Purple Flag submission

We have submitted a very comprehensive submission alongside Bristol City Council to renew our Purple Flag Accreditation. If successful it will showcase Bristol as a safe place for a night out.

Supported SaBA

The City Centre BID supported on a Safer Business Day of Action which involved a number of security companies and partners such as the SIA and the National Business Crime Centre. This allowed us to work closely with the local beat team in order to make a number of arrests of prolific offenders. This benefitted the city centre as many of the offenders' cross between the BID boundaries.



SUPPORTING

BUSINESS LIAISON

- Liaising with businesses on Energy Support project.
- Meetings with commercial property agents to agree process to introduce the BID at the point of marketing to new occupiers.
- Securing agreement for voluntary BID levy of £8,357.25 from 4 businesses
- 11 introductory meetings to gain engagement with BID projects and services resulting in:
- Dr Bike sessions in Programme and New Minster House benefitting 12 levy paying businesses
- TAP point agreement for new Lloyds office & First Bus



SEEDL

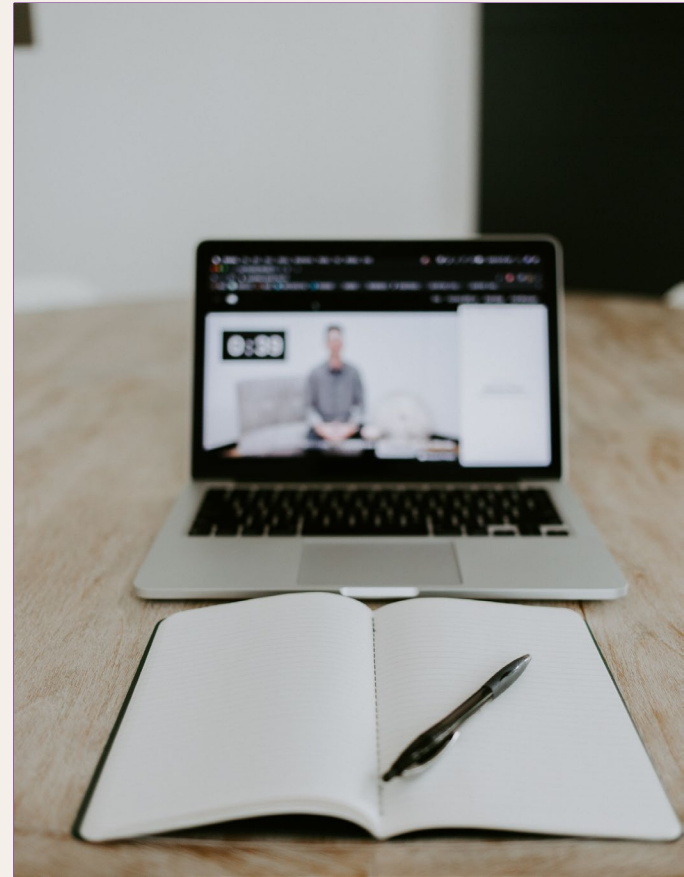
In January we launched a learning solution together with Seedl, providing all of our levy payers access to unlimited learning including CPD accredited courses. 200 live virtual subjects, held on interactive webinars to support varying working schedules.

Various city centre businesses have signed up in this 1st quarter, with office based and hospitality businesses being amongst the highest users.

Across both Bristol City Centre and Redcliffe & Temple BIDs 143 hours of training has been booked. The most popular courses are around communication skills, performance management and creating a personal development plan.

Course subjects include:

- Leadership and Communication
- Mental Wellness
- Project and Cost Management
- Sales
- Customer Service Excellence
- Office 365
- Retail
- Hospitality



COST SAVINGS

22 meetings have been carried out with levy payers in the City centre area to identify cost savings against a variety of operating costs in Q1 2023

- 35 hereditaments potentially impacted from above (to end Feb)
- 8 meetings resulted in further investigations
- 2 Businesses still to release data to PSP
- 8 identified as future prospects
- Businesses used PSP info to benchmark against existing suppliers and release discounts

Total assisted saving realised: **£11,003**

Total cost savings identified: **£66,340.21**
(incl future savings at existing contract term end)



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



COMEDY ON THE COBBLES

Comedy on the Cobbles returned on the 16th January to King Street.

Working together with Belly Laughs we transformed Blue Monday into a night of laughter. It was a sell out event, with 725 tickets sold which raised £3,625 raised for TAP for Bristol.

Over 40 comedians, including a special appearance of the famous comedian Russell Howard performed for free at 10 venues on King Street, helping to drive business to venues on what could have otherwise been a quiet Monday in January.

For the first time we also hosted a lunchtime comedy gig together with Belly Laughs. The event took place on the 5th January at the Bristol Folkhouse and was another sell out event with 55 tickets sold, which raised £275 for TAP for Bristol.



W.E. IRISH CULTURE FEST

To celebrate St Patrick's Day, we supported the West of England Irish Culture Fest from 10-19 March 2023.

The 9 day culture fest brought together Bristol's Irish community and beyond through over 40 events including dance, walking tours, music, quiz, tap takeover, writing workshop, talks, sport, film screenings and comedy. 9 hosting venues were levy payers.

The grand finale was a St Patrick's parade on the 19 March through Old Market, Broadmead, Old City and ended for a shindig on St Nicholas Street and St Nicks Market.

Over 400 people purchased a ticket for the post parade party at Revolution Bar which included Irish live music, dancing, poetry and a raffle.



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.

In the cooler months we are hosting our popular yoga in the park sessions inside some of Bristol's most iconic and unique locations. This quarter included Thekla, Bristol Cathedral, Bristol Old Vic, Bristol Royal Marriott, Lost & Found.

In this quarter we had a total of 251 people register for our lunch time events.

- **January:** Yoga x 2, Belly Laughs Lunchtime Comedy Gig
- **February:** Wellness Week, Yoga, Bristol Light Festival Photography Walk
- **March:** Yoga x2, International Women's Day Historic Walking Tour, Backstage Tour of the Hippodrome



DR BIKE

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

We have held a session each month in Q1 and have decided to increase this to twice a month going forward with one session a month at Bristol Beacon and another session being offered to office blocks around the area.

We see this as a key tool to engage more of the smaller office levy payers that are within multi-tenanted buildings.



MOVEMENT & SPEND INSIGHTS

FOOTFALL:

A substantial decrease in younger visitors to Park Street. This cohort represented 27% of visitors in 2022.

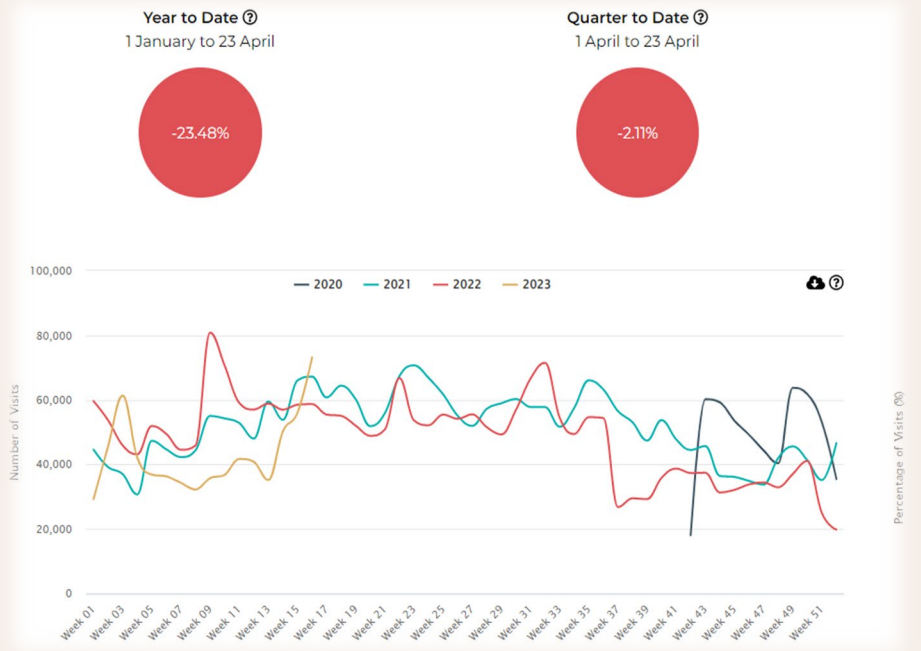
*switch to remote learning by university students.

Week 16: seeing a significant increase in footfall (as per image).

SPEND:

Q1 2023 Visa spend will be released at the end of April. A new report is being developed with our partners Movement Strategies for levy payers to give an overview of current footfall, demographics and catchment area visitation.

An API link to the BID website is under development and will enable a weekly update of footfall from the Park Street and Victoria Street O2 Movement sensors.



BID FINANCE

BRISTOL CITY CENTRE BID BUDGET & BILLING 22-23

*Nov-March actuals

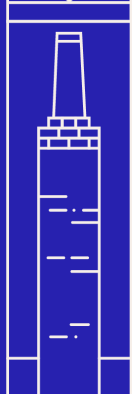
Finance Table	22/23 Actual	22/23 Prospectus Budget
	Nov22 - Oct23	
Income		
Levy at 1.5%	959,434	955,700
Other Income	90,598	60,000
Total	1,050,031	1,015,700
Expenditure		
Enhancing	548,385	353,560
Promoting	310,687	224,000
Protecting	170,689	135,000
Supporting	104,888	86,586
Levy Collection	-	13,414
Management and overheads	179,188	182,826
Contingency	20,812	20,314
Total	1,334,649	1,015,700
Underspend/(Overspend) current year	-284,617	0
Underspend b/fwd previous years	294,513	
Total underspend/(overspend)	9,896	

Billing:
Term one:

Year 1: (2017/18) 97.7%
Year 2: (2018/19) 98.1%
Year 3: (2019/20) 98.6%
Year 4: (2020/21) 97%
Year 5: (2021/22) 96.2%

Term 2

Year 1: (2022/23) 82.5% (April figures)



THANK YOU

