



# PERFORMANCE REPORT

APRIL – JUNE 2023  
Quarter 2



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**ENHANCING**

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## CLEANSING

- **April:** King Street has been deep cleaned, keeping the area clean for all those wanting to sit out in the sunshine. Plus, the team supported The Bristol Hotel with a litter pick.
- **May:** Our cleansing team focused on outside areas used by businesses and the public whilst enjoying the sunshine as well as deep cleaning building facades that had algae growing on them.
- **June:** The dry weather and lack of rain meant our cleansing team was incredible busy jetwashing and cleaning busy commuting routes, pavements, bus stops and areas that are used by people eating and drinking al fresco.

## 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.

- **April:** 81 individual items graffiti were removed from 52 locations
- **May:** 98 individual items graffiti were removed from 53 locations
- **June:** 78 individual items graffiti were removed from 38 locations



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## NEW CLEANSING VEHICLE

Our poll asking the public to vote for their favourite name for our new cleansing van received a total of 211 votes and the winner was “Ghost Dusters”.

The new wrap design will incorporate the new name and will definitely be eye catching. The new electric cleansing van will be wrapped at the end of July.



# TAP FOR BRISTOL

## Total raised to date:

- £76,977 Contactless through TAP for Bristol devices
- £15,988 All other donations inc. events
- £7,674 Gift Aid to-date
- £100,639 Total as at end of June 2023

## Monthly Figures for Q2

- £1,341 April
- £1,113 May
- £717 June
- £3,171 Q2 Total



# TAP FOR BRISTOL

- New TAP donation point pending install at the Bus Station
- New housing unit for donation points now designed to ensure better accessibility to units
- Redcliffe & Temple BID now confirmed supporters
- Further development of workplace charity programme to include:
  - Lunch & Learn workshops with charity partners
  - Digital assets for social media content
  - Sharing/posting stories etc. to highlight company and charity
  - BCC BID attendance at company fundraising events
- Joint TAP & charity (emergency) promotion prior to grants being released to increase awareness of charity and TAP initiative
- New Caring in Bristol project pending planning permission with a view to launch in October timed with World Homelessness Day



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## GREENING

We continue to meet with BCC regarding their Green Infrastructure Project for their High Street Priority. Each location has £100k to spend on greening, seating and public art.

- **Broadmead** – Grant Associates, who are working on the DDP have been asked to develop proposals for tree planting
- **King Street** – BCC currently working to establish which priorities can be introduced – ideally creating a consistency of barriers
- **Old City** – Ideas remain limited to additional planters at present
- **Park Street** – Met BDP Architects on Friday 7 July, ideas limited by space but considering opportunities for seating opp. Pizzarova

We have been awarded £2,375 from WECA's Pollinator Fund for a Wildflower Meadow on Brandon Hill – work to start in October '23.



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## OLD CITY PLANTERS

We have successfully replanted 47 planters in the Old City that were installed and planted by BCC but funding has run out for maintenance.

We have moved seven planters businesses that were keen for planters to prevent parking in their space for tables and chairs.

Our cleansing team will take on de-littering and watering.

We will continue to engage businesses about the importance of watering them and keeping them looking nice.

This project has cost us ~£4.5k and will need repeating each year, in addition to quarterly maintenance.





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**PROMOTING**

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# MARKETING

## Q2 Summary

### **Easter Reels Campaign**

We created 7 reels to support Easter shopping with Under the Wing Productions, using existing footage of our levy payers and Easter letters.

[Read more >](#)

### **City Nature Challenge**

We supported the Natural History Consortium for this year's Bristol and Bath City Nature Challenge in an epic global mission to record as much wildlife as possible.

[Read more >](#)

### **Festival of Nature**

To celebrate the 20th anniversary of Festival of Nature, we sponsored the event to organise a series of lunchtime and evening activities for levy payers.

[Read More >](#)

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# LOVE BRISTOL GIFT CARD

## Sales

Since the start of April, we have sold:

- £15,395 worth of physical gift cards
- £1,580 worth of digital gift cards

Since launching in June last year, we have sold £47,205 worth of Love Bristol Gift Cards:

- £38,180 worth of physical gift cards
- £9,025 worth of digital gift cards

## Redemptions

Since the start of April, gift card owners have spent £5,744.01:

- £4,455.92 on physical gift cards
- £1,288.09 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.



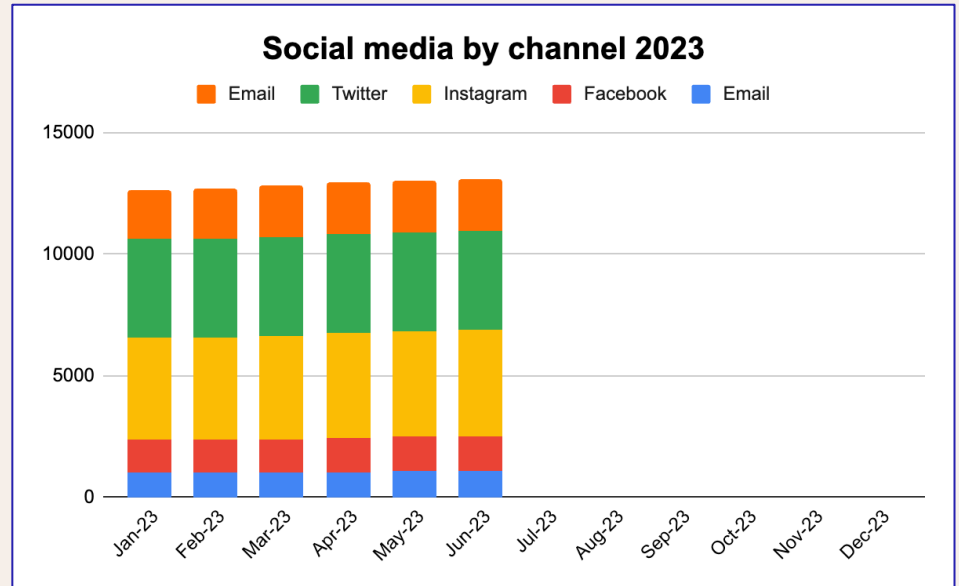
## SOCIAL MEDIA & EMAIL

Email has been our highest growing channel this quarter with an 8.23% increase, followed by LinkedIn with a 2.7% increase.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates of between 24-29%. The best open rate was received for our April newsletter which included a Bristol Cocktail Weekend announcement, Easter in Bristol and Stress Awareness Month.

Our April newsletter also received the highest unique CTR of 7.14%.

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

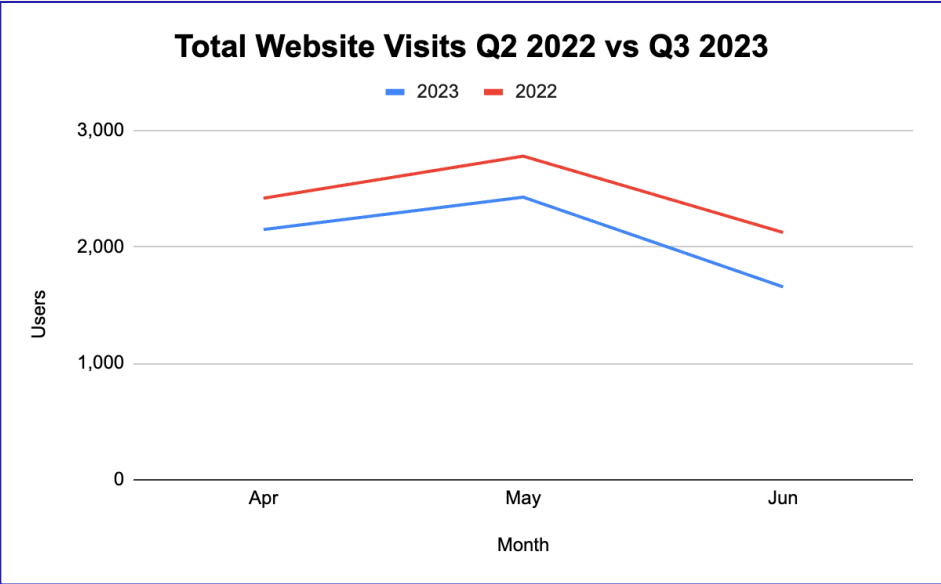


# WEBSITE

We have seen a 14.9% decrease in total traffic in Q2 2023 vs Q2 2022, from 7,318 to 6,230.

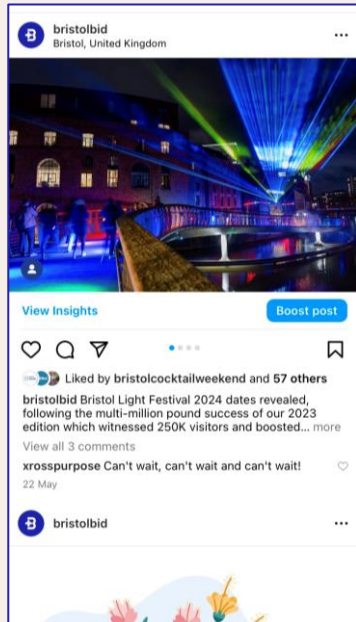
Total page views reached 17,927, with most viewed pages including our Complete Guide to Bristol's Clean Air Zone and Festival of Nature.

May received the highest traffic in Q2 2023, with 10% of total page views landing on our blogs for ways to celebrate the King's Coronation and Eurovison.



## Social Media

# MOST LIKED POSTS



**Likes: 58**  
**Reach: 674**  
**Engagements: 61**



**Likes: 43**  
**Views: 1,578**  
**Reach: 852**



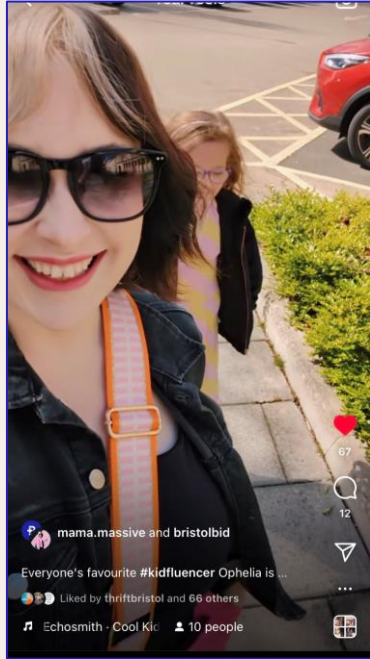
**Likes: 42**  
**Reach: 665**  
**Engagements: 43**



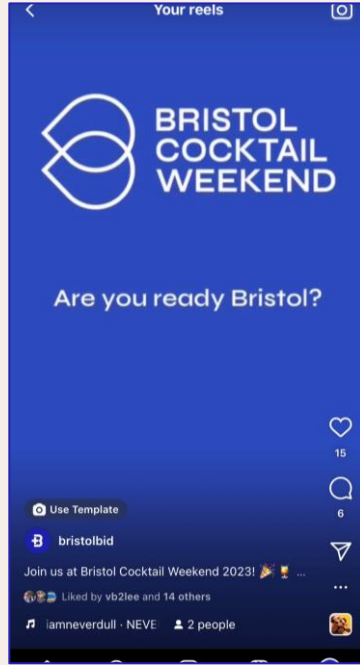
**Likes: 35**  
**Reach: 1,177**  
**Engagements: 38**

## Social Media

# MOST VIEWED POSTS



**Likes: 67**  
**Views: 2,620**  
**Reach: 8,769**



**Likes: 15**  
**Views: 2,403**  
**Reach: 1,923**



**Likes: 16**  
**Views: 2,061**  
**Reach: 1,951**

This quarter, we have continued to focus on promoting reel content across our projects, with our Easter campaign.

Reel content has been used to support existing campaigns such as our Easter content, by influencer gifted content. We have also used reel content to announce upcoming projects, including Bristol Cocktail Weekend.

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**PROTECTING**



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## THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- We have been working on the accreditation and we are just waiting for an information sharing agreement from the Council
- DISC use has increased, thanks particularly to Nat's promotion of the site in his patrols. Introductory training is now offered to all new members as standard
- There are now 105 radios in Bristol City Centre BID businesses, linking into the city-wide network of over 200 radios in total.
- The Retail Security meetings have been changed to take place at 11am-12pm on the first Thursday of each month, so far this has proved to be a better time for allowing maximum attendance. The great work from Sgt Sean Underwood continues to make this meeting more of a success and valuable for the retailers.



## BRISTOL'S BUSINESS CRIME REDUCTION PARTNERSHIP

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

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### 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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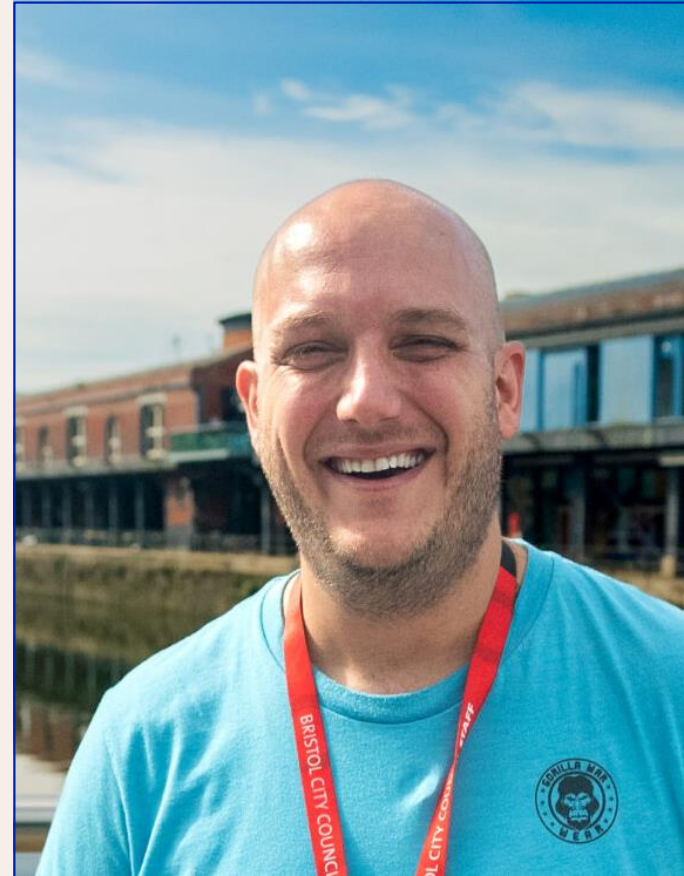
# STREETWISE

## Streetwise Officer – Lewis Monk

During this quarter, there has been an increase in rough sleeping and drug use in car parks, addressed through enforcement procedures such as issuing CPW's and CPN's, increasing patrols and working with car park management. As a result of the warm weather, there have been more people nuisance rough sleeping in parks and publicly using drugs. Support and advice has been provided through partner agencies. Begging outside businesses has also increased, suitable support and enforcement procedures have been followed.

Lewis continues to build on existing relationships with levy payers and to assist with any issues.

- Referrals for Housing Support – 157
- Verbal Warnings – 42
- Referrals for Substance Misuse Support – 103
- Criminal Behavioural Order – 0
- Referrals for Health Support – 19
- Civil Injunctions – 1
- Referral for Financial Support – 5
- Community Protection Notice – 4
- Community Protection Warning – 7



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# POLICING

## Dedicated PCSO – Nat Naylor

During this quarter he has engaged 198 times with 42 separate businesses.

Nat, as usual, has been working hard to support the businesses with crime reporting and CCTV collection. This quarter there has been a particular focus on supporting those businesses who have had youth anti-social behaviour causing them problems. Nat has been proactive in guiding the business to the correct reporting methods in order that the youths receive the support they need from the emergency services.

Nat has also been working hard to promote the use of DISC to levy paying businesses. This quarter we have had 16 new members sign up. DISC is a great way for businesses to identify prolific offenders which in turn supports the police in building up a case for each person.



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# SAFETY PROJECT OVERVIEW

## Purple Flag Accreditation

Bristol has achieved Purple Flag status for the 13<sup>th</sup> year in a row. The Purple Flag aims to elevate the standard and enhance the appeal of town and city centres between the hours of 5pm and 5am. Highlights of the submission included the safety measures implemented by the BID, Bristol Nights and other partners. Bristol Light Festival also contributed to Bristol's vibrant nighttime atmosphere.

## SWaN

We are now at the early stages of reimplementing the Safety of Women at Night training across venues in Bristol. There will likely be a refresh of the training and handbook content taking on feedback from the last series of training.



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## ATCM AWARDS

After being shortlisted, on Wednesday the 21st June, our safety project team travelled to Leicester for the Association of Town Centre Management Awards.

We won the Outstanding Partnership Award that highlighted our outcomes achieved through strong alliances with various city stakeholders.

Together we have successfully executed initiatives surrounding water safety, prevention of drink spiking, harm reduction, the BCRP and the esteemed Purple Flag Award.



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**SUPPORTING**

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## BUSINESS LIAISON

- Liaising with businesses on cost savings/LBGC & BCRP.
- Identified over £15,000 in additional levy from new businesses for 23/24
- Working with King Street Collective to help progress greening and infrastructure projects
- Chairing forum for H&L businesses to discuss issues with Pavement Licences and off-sales licence requirements
- Lunch & Learn Session to promote TAP as workplace charity



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## FREE TRAINING HUB

This quarter we upgraded our package with SeedL to receive full data on who is using the service. We have also changed how we talk about SeedL, now referring to it as our “Free Training Hub” so that it is more accessible.

Samantha Hall from Inside Travel Group was awarded with a trophy as the first quarter’s top learner:

*“I’ve really enjoyed using the learning platform to upskill and learn about topics that interest me. There’s such a variety of courses on the platform that I’ve been spoilt for choice.”*

5 businesses have been active

23 attendees on 16 different courses.

### Most popular course themes:

- Office 365
- Wellbeing and Mental Health
- Customer Service and Delivery

### Top users:

- Back in Action
- Inside Travel Group
- St Georges Bristol





# COST SAVINGS

## Quarter 2 2023

- 15 meetings have been carried out with levy payers in the city centre area to identify cost savings against a variety of operating costs in Q 2 2023
- 10 meetings resulted in further investigations
- 6 Businesses still to release data to PSP

## Overall totals

Total assisted saving realised: **£ 27,350**

Total cost savings identified: **£79,218**  
(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



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## EUROVISION WATCH PARTY

St George's Bristol hosted a Eurovision Final Watch Party on the 13<sup>th</sup> May which we supported.

150 fans attended the event and experienced the spectacular musical extravaganza of Eurovision on St George's large screens in the beautiful bar area.

St George's Bristol created specialty cocktails and themed small plates guest enjoyed whilst playing the classic game of Eurovision bingo.



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## PARTY ON THE GREEN

Bristol Cathedral organised Party on the Green on the 18<sup>th</sup> June at College Green which we sponsored.

Bristolians were invited to bring a picnic and join communities from across Bristol for a Sunday full of food and festivities.

St George's Bristol programmed two not-to-be-missed music stages with acts from across the city. Activities included workshops by SS Great Britain and We The Curious amongst others.

The event saw a footfall of 3250 people enjoying themselves and joining in the festivities.



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## CITY NATURE CHALLENGE

We sponsored City Nature Challenge from 28 April - 1 May 2023, a global science project with over 400 cities around the world taking part to collect information about local wildlife.

Natural History Consortium organised 11 events, 16 nature walks and 7 activity hubs.

3 expert-led wildlife walks were organised especially for our levy payers on Queen Square and Castle Park. The aim of the events were to encourage people working within the BID areas to take part in recording wildlife, support local conservation efforts, and connect with nature. A total of 62 people attended these sold-out events.

On our BID walks 414 wildlife observations were uploaded to iNaturalist and 196 species were recorded.

Across the West of England project area, 374 participants of CNC made a total of 7,500 observations of 1297 species on iNaturalist. Making Bristol the 2nd highest in the UK for number of participants who made observations.



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## FESTIVAL OF NATURE

Festival of Nature is the UK's largest free celebration of the natural world and celebrated its 20th anniversary this year. The festival took place from 9-18 June across Bristol and Bath.

We worked together with the organisers to create 6 lunchtime and after-work events designed for our levy payers. Our levy payers had priority access to 10 events with a total of 60 events taking place.

Festival data – at a glance:

- Total number of people taking part across all 60 events: 16,519
- An estimated 12,000 people took part in the Wild Weekend on Millenium Square
- 60% of people rate the Festival as excellent
- 84% of people who attended left feeling inspired to take action for nature
- 500 free fruit trees handed out for people to plant in their gardens
- £2,000+ raised for local wildlife and nature causes
- 1,500 seed packets handed out
- 2,000 litres of water handed out at the Bristol Water Bar saving a potential of 4,000 plastic bottles needing to be bought
- 532 bird feeders made and taken away



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## LOVE OUR LEVY PAYERS' EVENTS

To support our levy payers during Stress Awareness Month in April we curated a selection of events designed to help people relax, destress, and give priority to mental health and wellbeing.

In this quarter we had a total of 154 people register for our lunch time events.

- **April:** Yoga, Pilates, Gardening, Life Drawing
- **May:** Yoga x 2, Historic Walking Tour, Bristol Cathedral Guided Tower and Roof Tour
- **June:** Yoga x2



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## DR BIKE

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

During Q2 we have held two Dr Bike sessions each month, one at Bristol Beacon and one at a different levy paying office block, including The Programme Building and Newminster House. These sessions have proved very popular and will continue to host these sessions going forward.

51 bikes have been serviced during Q2.



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## SUPPORTING GREENER BUSINESS

We continue to consider the best approach to engage with our levy payers on the topic of sustainability to fulfil our Business Plan Theme of ‘Supporting Greener Business’.

Following discussions with Bristol Green Capital Partnership we intend to extend the work Redcliffe & Temple are doing with their team by setting up several avenues for businesses to discuss their sustainability challenges.

We will initially focus on Bars, Restaurants, Cafes and Takeaways within wider hospitality sector, of which there are 162 business combined with a series of workshops in addition to the offer of 1-2-1 meetings.

Project to commence September 2023





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# CENTRAL BRISTOL TRANSPORT UPDATE & NETWORKING BREAKFAST

On the 28<sup>th</sup> June we hosted a Central Bristol Transport Update and Networking Breakfast at Double Tree by Hilton Bristol City Centre. The event consisted of a round table discussion led by Sarah Jones-Morris from Landsmith Associates and an update from Bristol City Council's Head of Transport Adam Crowther. Adam shared details of planned transport changes in Bristol over the coming years and answered questions from the audience.

We'll use this session to understand the challenges of our levy payers which will act as a valuable resource for us to prioritise our future projects.



# MOVEMENT & SPEND INSIGHTS

## FOOTFALL: Jan-June

- A 49% increase in footfall at Victoria Street
- A 18% decrease in footfall at Park Street

## SPEND:

Q1 2023 Visa spend report (available) in new format.

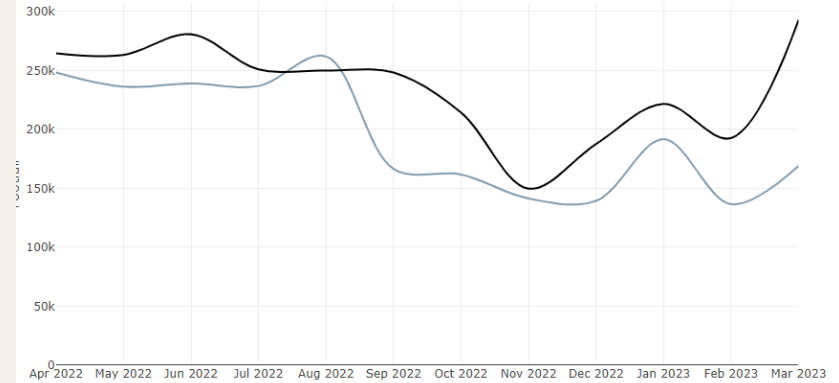
Year on year, Jan 2023 - Mar 2023 saw:

- A 15 % decrease of spend in merchants in BS1, BS2, BS8
- A 88% increase in footfall at Victoria Street
- A 29% decrease in footfall at Park Street

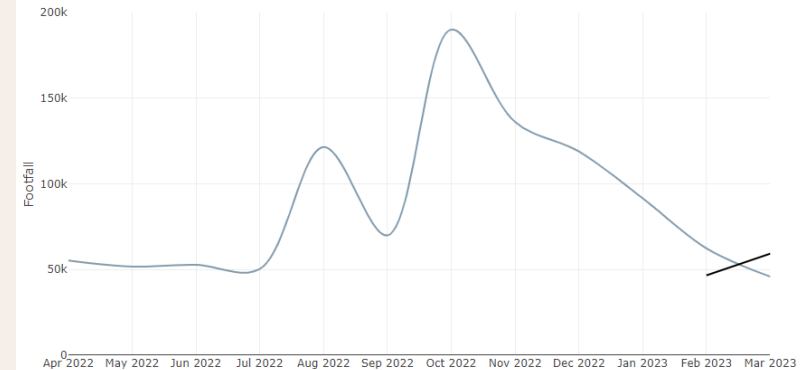
## Q2 2023 report available in August

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.

Footfall at Park Street



Footfall at Victoria Street



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# BID FINANCE

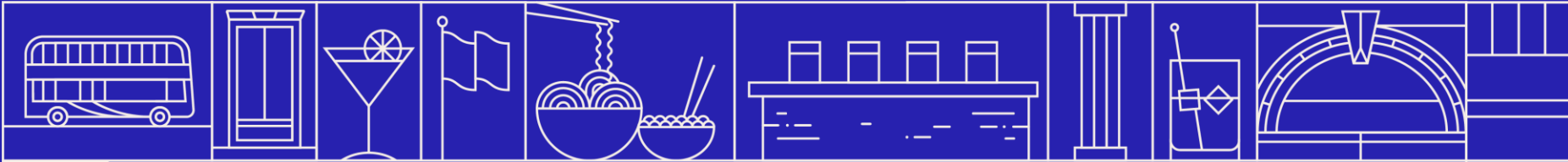
# BRISTOL CITY CENTRE BID BUDGET & BILLING 22-23

\*Nov-July actuals

Finance Table	22/23 Actual	22/23 Prospectus Budget
	<b>Nov22 - Oct23</b>	
<b>Income</b>		
Levy at 1.5%	1,006,278	955,700
Other Income	100,568	60,000
<b>Total</b>	<b>1,106,845</b>	<b>1,015,700</b>
<b>Expenditure</b>		
Enhancing	602,034	353,560
Promoting	309,852	224,000
Protecting	160,817	135,000
Supporting	115,342	86,586
Levy Collection	-	13,414
Management and overheads	183,007	182,826
Contingency	21,007	20,314
<b>Total</b>	<b>1,392,059</b>	<b>1,015,700</b>
<b>Underspend/(Overspend) current year</b>	<b>-285,214</b>	<b>0</b>
<b>Underspend b/fwd previous years</b>	<b>294,513</b>	
<b>Total underspend/(overspend)</b>	<b>9,299</b>	

**Billing:** BID 1 £18,816.85 / BID 2 Year 1: (2022/23) £108,026.11 94% (July figures)

Other income: Bristol Light Festival sponsorship/ Voluntary levies/ High Street Recovery grants: Bristol Light Festival & Old City Sounds



**THANK YOU**

