



Advisory Board Minutes

Tuesday 24th January

Attendees: James Woolam (Chair), James Laverick, Helen McGee, Matt Birch, Victoria Matthews Vicky Lee, Fran Inman, David Foley, Frances Macadam, Ben Phillips, Andrew Pick, Trish Brown, Robert Cheeseman, Jason Thorne.

Apologies: Danielle Kirk, Cllr Annie Townsend, Alex Gregory.

Actions:

KPMG	Contact Kings Street landlord about lighting feature	VL to follow up with KPMG
BCC	To confirm statement to businesses re no 2 bus gate project	BID to communicate with businesses
BID (VL)	Place Making project agreed use of carry forward (£100K).	Approach to be presented at next meeting VL.

Quarter 4 Performance Report (October, November, December)

- Bristol Light Festival
 - o 2023: 3-12 February, a 10-day festival
 - o Discussion are being had around Co-commissioning working with other BIDs allowing them to showcase our artwork in their city. Business briefing later today and what to expect.
 - o The 2022 event won a Special Recognition Award at British BIDs conference.
- Christmas Lights
 - o The 'Love Songs to the City' banners were put up around Corn Street, alongside disco balls, and new festive neon uprights.
 - o The Park Street theme was extended onto Queens Road.
 - o A very successful and popular walking night photography tour was held with levy payers and photographer Adrian Wyatt. All locations were visited, and attendees were taught how to get great shots of the lights at night.
- Greening
 - o Working with Sarah Morrison and Jason Thorne on Green Infrastructure Projects for their High Street Priority areas. Looking at options for Park Street & Queens Road, King Street and Old City.
 - o Each location has £100k to spend on greening, seating and public art and needs to be spent by October 2023.
- Marketing
 - o Gift Card - Christmas campaign surrounding the Love Bristol Gift Card as it is predicted that 50% of sales happen in the run up to Christmas.
 - o In December the Love Bristol Gift Card sold £8,330. Since launching in June, a total of £21,510 has been sold.

- 160 businesses signed up.
- Safety:
- Harm Reduction
 - The BID supported Bristol Nights with a city-wide Harm reduction campaign which encourages a safety-first approach towards drug and alcohol use in Bristol.
 - This followed on from previous campaigns allowing us to communicate a clear policy to unite businesses, festivals, promoters, universities, Avon and Somerset Police and Bristol City Council.
- General safety update
 - Safety of Women at Night training will continue in 2023 following monthly sessions during Quarter 4.
 - A Lunch and Learn session was held in December jointly with Redcliffe & Temple BID aimed at office sector employees. Chief Inspector Rob Cheeseman presented about the Police's presence in the city and Lewis Monk gave an insight into the Streetwise team's work.

Updates from Advisory Board:

- Update - Sarah Morrison - the no2 bus root (bus gate on park street) is paused at the moment.
- Caz zone and NTE- double charge. Carly is championing this issue at central government level.

Budget and billing update:

93.8% (1 Nov 2020 to 31 Oct 2021)

93.42% (1 Nov 2021 to 31 Oct 2022)

38.28% (31st Oct 22 to Nov 2022 due update on December collections for new BID year).

Term two 2022 – 2027:

Review of new activity and proposals.

- a. Agreed that £100k carry forward from 2021/2022 is to be used for a Place Making project. Approach to be agreed at next meeting.
- b. Agreed that a five (four) year strategy would be presented for Christmas Lights at April meeting.
- c. Agreed sponsorship of W.E Irish Fest.
- d. Agreed not to sponsor Edible Histories proposal based on feedback from the board.
- e. Agreed to sponsor Sarah Guppy Artwork – approach to be outlined at next meeting.
- f. Agreed to sponsor a Unicorn as part of Unicorn Fest.
- g. Support from the board for Old City music event – BID to submit grant application to High Streets recovery scheme.
- h. Agreed sponsorship and support for Bristol Cocktail Weekend.
- i. Gift Card activity / promotion delivered in house going forward.