



Advisory Board Minutes  
Thursday 4<sup>th</sup> May 2023 – 10.00-11.30am

**Venue:** Bristol Marriott Royal Hotel, College Green, BS1 5TA (Lancaster Suite)

**Attendees:** David Foley, James Laverick, Ben Phillips, Vicks Hayward-Mellon, Danielle Kirk, James Woollam (Chair), Vicky Lee, Trish Brown, Andy Pick, Alex Gregory, Louisa Briggs

**Apologies:** Jason Thorne, Helen McGee, Matt Birch, Frances Macadam, Victoria Matthews.

**Actions:**

- VL and DF discuss use of vacant units on Park Street/Queens Road
- VL to draft letter from board regarding issues with data sharing with The Council.
- VL share plan and costs for Christmas Lights
- Any board member wishing to be part of working group for Place Making project to be in touch with VL
- VL draft up next steps for Harbourfest relationship.

JW opened the meeting and welcomed Vicks Hayward-Melen, Chief Inspector; Avon and Somerset Police who has replaced Rob Cheeseman on the board.

**Quarter 1 Performance Report (January, February & March). VL overview:**

- Comedy on the Cobbles
  - o 700 tickets, 10 venues, raised money for Tap for Bristol. Very popular event.
- Bristol Light Festival
  - o Economic impact survey from BLF due to be realised publicly soon.
  - o 3.3million for 2023 festival – less than previous year but likely a consequence of times. 10-day festival. 250,000 visitors, lucky with dry weather.
  - o Discussions around engaging the hospital and maybe working with Aardman for the next festival.
  - o JW raised that it was great to see lots of families out however, they personally struggled to find somewhere to get a drink and light snack. Restaurants were booked but wanted something quick and easy. Maybe something to consider for the next one. VL could work with levy payers to support this, the harbourside market could be a voluntary levy payer and could be a good option for this.
  - o A very successful PR marketing campaign noted
  - o Bristol City Centre BID hosted the BID conference hosted during the festival, delegates were taken around the festival after. This has led to conversations about touring the swings around the country with other BIDs.
- W.E. Irish Festival
  - o BID supported with 9 days of events, including a parade through city centre and street party in St Nicks
- Gift Card
  - o Redemptions are continuing, businesses are being signed up regularly, dedicated member of the team working on this all the time, not spending extra money on it.

- BCRP
  - Working on becoming accredited
  - Supported in the coordination of a Safer Business Action (SaBA) day with Broadmead. Following this there have been lots of additional engagement with DISC and radios. Lots of work is going into educating businesses about reporting etc.
- Streetwise
  - The Streetwise resource has now been expanded across all 3 BIDs and the cost has been shared.
  - Lewis will now spend 2 days in the City Centre and Broadmead and 1 in Redcliffe & Temple.
  - Will be reviewing the progress of this.
  - DK added that she works with Lewis quite a bit and have always been grateful for his work.
- PCSO
  - Nat does lots of really good work, and has great relationships with levy payers.
  - Recently been central in the arrest of a prolific offender who was causing lots of issues in the supermarkets in the city centre.
- Cost savings
  - Have extended the contract for another 6 months.
- Movement and spend
  - Spend has reduced across the city in particular in retail and the high street.
  - Will be receiving a new report next week, showing who the visitors are, where they are coming from and how they are spending etc.
  - Footfall has fallen on Park Street, the younger demographic are missing. Looking into why this might be, a combination of Redcliffe Bridge closed, buses diverted, only the No1 Bus going to Broad Quay, cost of car parking, introduction of CAZ, bus gates. VL will be discussing this with Cllr Ani Stafford-Townsend
  - JW asked if there has been a pollution levels since CAZ, VL advised that nothing can be provided yet, it is likely that pollution will have dropped in the city centre but it has dispersed the issue elsewhere in the city. Data from Cabot Circus, St Nicks and Broadmead show an increase in footfall and car parking.
  - A footfall increase on Victoria street, which is likely due to the buses
  - AG explained that the footfall into bars in student areas have fallen, sales are still ok due to people who are going to these bars are staying there for longer.
  - JW has noticed that friends say they don't want to work in town, and also beginning to get this in interviews, people don't want to be in the office every day. BP find that visitors to the Hippodrome are struggling with the increase in parking costs and accessing the area.
  - AG suggested that the council could agree a day of reduced parking each week to see if that increases footfall?

### **Budget and billing**

- Budget
  - Carry forward has been included in the budget.
  - More income is expected in the future from council grants etc.
  - In a better position since January due to increase in collection rate.
- Billing & Data update
  - Collection rate has increased to 82.5%
  - Summons have been sent out since (the Hippodrome received one) not under the instruction of the BID.

- VL has been part of decisions with central government about the issues with access to levy payer data from BCC.

#### **Updates from Advisory Board members**

- JL feels that Park Street has lost its identity. It is catering for students who aren't really using it anyway.
  - Working using vacant units. DF advised that Lidl is wanting to go into various vacant units on Queens Road so small units aren't being filled.
  - All agreed it would be nice to make Park Street a destination again. VL will work on this as part of the Place Making project using the carry forward budget.
  - VL and DF to discuss potential use of a vacant unit in partnership with We The Curious.

#### **Feedback on Bristol City Centre BID Advisory Board Terms of Reference 2022-2027**

- VL has updated these for the new BID term and shared again due to change in board members. Please feedback to VL if there are any questions about them.
- Will have a new member joining from the Hospital while Francis is on maternity leave.
- AP asked if it would be beneficial for the board to influence the council with a collective letter about the data issues. VL and JW felt it would be a good idea, VL will draft a letter which can be signed by all. Something that the other two boards can do as well.

#### **Future Projects, Campaigns & Activity:**

- Update on Christmas Lights proposal: 2023-2026, VL plans to put in additional budget for Christmas lights.
  - Will write up a paper to show plans and costs
  - Develop lighting made for particular areas, focusing on Corn Street and surrounding areas. Lights in trees. Testing solar panel schemes in the summer.
  - Looking at a scheme on Baldwin Street as the street is struggling. JL and DF agreed that they weren't sure if investing lots of money on Baldwin Street if the street is struggling anyway, is a good idea. Would prefer permanent winter lighting. TB mentioned that it could also link in with to Bristol Light Festival.
  - Scoping other locations such as Nelson Street, Frogmore Street, Queens Square, Welsh Back, Wine Street, the Harbourside.
  - The current budget is around £40-50,000, would like to increase this to £100,000 annually. It would be great to make Bristol a destination for Christmas lights.
  - The lights usually turn on after remembrance Sunday (Mid-November) until early January.
  - TB added that St Georges would like to add in some winter lights to brighten up their area, would be good to link with the BID if possible. VL and TB to discuss this
  - AG suggested using the buildings for projections as there isn't much space for lighting.

#### **Update on Place Making project.**

- Currently having scoping meetings to discuss what this will be. Also working with Plaster for support.
- Discussion with Upfest, Aardman and the council.
- Would like to set up a working group from the Board and from other levy payers. TB and DK are happy to join this group. If others, please let VL know.
- This could be part of a city centre revitalisation project, delivered at BID level with business support.

### **Cocktail Weekend launch**

Tickets on sale. So far it has been well received, lots of businesses signed up to offer a £6 cocktail, non-alcoholic options also available.

- Will be great platform to celebrate the professionals within the industry.

### **Sarah Guppy project update**

- Planning application has been submitted.

### **Old City Sounds 2023**

- August bank holiday free music event for families. Received a £35,000 grant.
- Will be working in partnership with the Old Juke Jazz festival.

### **Bristol 650 campaign**

- The Festival of Ideas came to the BIDs for support (match funding through activity was achieved) £115,000 has been released from Heritage Lottery fund to support the campaign and BID are now headline supporters. Marketing is being delivered by Visit Bristol, 150 events on their website at the moment.

### **Harbour Festival 2023 and 2024-26**

- Have been asked to be involved with development of the event, it could be an opportunity to support local businesses
- Locations would be reconsidered to include Redcliffe & Temple area.
- It would create jobs for local people.
- JW feels it needs to be brought back to the water.
- DF and JW agree that the council benefit a lot from the work of the BID without recognition
- AG mentioned that Weatherspoon's used to find it the best week of their year however this wasn't the case at the last event.
- Have to consider that the event may not be able to go ahead if the BID doesn't support. VL confirmed that if BID money is put into this then we would have seat round the table in the discussions around how the event looks. JW was originally opposed to the idea, but by seeing how the BID could help the event it is more appealing.
- AG thinks it is a good idea for the BID to invest from the perspective of bars and restaurants involved.
- TB feels that Park Street needs to be engaged and there must be a reason for people to be directed to venues.
- JW said that either we say an absolute no, or we proceed with lots of precautionary agreements.
- VHM added that she is the engagement officer for this year's event for the Police so happy to take questions or provide feedback for the future.
- Visit Bristol would say it's a good tourist attraction.
- VL will draft up next steps for feedback.

**Next meeting dates:** Quarter 2: Wednesday 19<sup>th</sup> July (1030-12) Quarter 3: Wednesday 18<sup>th</sup> October 18<sup>th</sup> (10.30-12)