



# PERFORMANCE REPORT

JULY – SEPTEMBER 2023  
QUARTER 3



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**ENHANCING**

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## CLEANSING

- **July:** The team focused their deep cleans outside businesses at the harbourside, ensuring the area was clean and welcoming for Bristol Harbourfest and all of its visitors.
- **August:** During August, we focused our deep cleans outside the Hippodrome and other busy visitor and family attractions as well as St Nicholas Street, St Stephens Avenue, Corn Street and King Street ahead of Old City Sounds.
- **September:** The team has responded to an increased amount of levy payer requests including The Radisson Blu Hotel, Triodos Bank, Lloyds and Tesco.

## 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 301 tags from over 139 locations.

- **July:** 75 individual items of graffiti were removed from 40 locations
- **August:** 143 individual items of graffiti were removed from 50 locations
- **September:** 83 individual items of graffiti were removed from 49 locations



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## NEW CLEANSING VEHICLE

After four years of service, more than 25,000 hours of street cleansing and the removal of nearly 6,000 unwanted graffiti tags, our milk float performed its final duty and was ready to make way for its shiny upgrade. Our new Ghost Dusters cleansing van.

Named by the people of Bristol as part of a competition to raise awareness of this service and encourage public consciousness of the vehicle. Ghost Dusters is an electric super-van and has been wrapped with a design that lives up to its 80s cinematic inspiration. It will continue to work on improving and maintaining the appearance of the city, working to maintain the standard set by the much-loved milk float.



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# TAP FOR BRISTOL

## Monthly Figures for Q3

- **July:** £1,390
- **August:** £1,203
- **September:** £1,054

Total Raised for quarter 3: £3,647

Total grants for quarter 3: £5,000

- Two new TAP donation points installed at the bus station and Tesco Express in Broadmead
- New units supplied by LibertyPay (Paya Group) so now 2 providers being used to mitigate against any potential future supplier issues
- £80,000 paid in grants to charities since the project started
- 50% of future donations will be directed to Caring in Bristol's Z House prevention project
- Recent beneficiary is NextLink Housing
- Actively seeking workplace charity partners to increase fund



## TAP FOR BRISTOL – Z HOUSE

Caring in Bristol now have confirmed planning approval for the Z House which will be the recipient of 50% of all donations in future.

This project will provide a short to medium term shelter, for 18 – 25 year olds, in the city centre, housing up to 4 individuals and providing access to services which will educate and support to help prevent homelessness.

"The people we support ... are experiencing long term hidden homelessness and are at high risk of exploitation & abuse. There is currently no youth-focused temporary accommodation in Bristol and research shows adult shelters can be inappropriate spaces for younger people"



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## GREENING AND PUBLIC ART

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

- **King Street** – BCC have commissioned an artist to develop and deliver a consistent art approach for the street. We also seek clarification on how the pub barriers can be managed going forward.
- **Old City** – We are seeking locations for additional planters alongside the current project
- **Park Street** – BDP Architects are developing ideas for Park St including opportunities for murals on the pedestrian crossings. Adding Green Infrastructure and seating is proving challenging given the lack of space (no car parking spaces can be removed as part of the project)

### Marlborough Hill Steps

- We continue to maintain this space and have constructed a compost bin to collect leaves and use as compost the following year.



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# GREENING

## Old City Planters

The replanting of 47 planters in the Old City has been a great success with the planters looking good throughout the summer.

We will add new bulbs and colour in Spring 2024.

## Brandon Hill

We have been awarded £2,375 from WECA's Pollinator Fund for a Wildflower Meadow on Brandon Hill.

This will be delivered by Avon Wildlife Trust who are experts in designing and managing wildflower meadows.

The planting events take place on the 1<sup>st</sup> and 2<sup>nd</sup> November.



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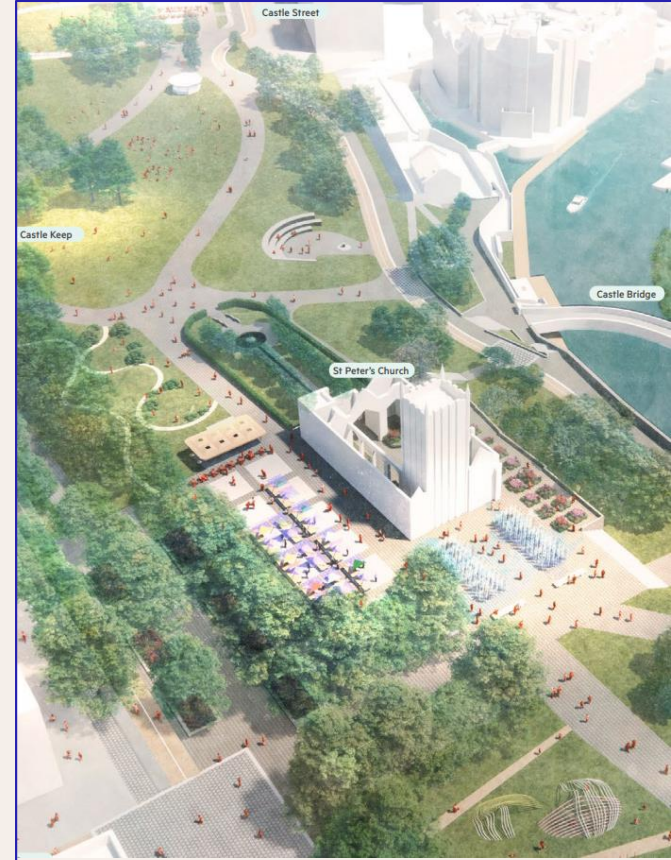
## DEVELOPMENT AND DELIVERY PLAN (DDP) CONSULTATION

We have responded to the City Centre DDP on behalf of the three Visit West BIDs.

The document sets out expectations for the way the city centre will change in the next 20 years.

Overall, we support many of the proposals with the document although feel it is a missed opportunity to put forward proposals for St James's Barton.

We note that many of the transport proposals will need further discussion with bus providers and consideration regarding car parking and servicing.

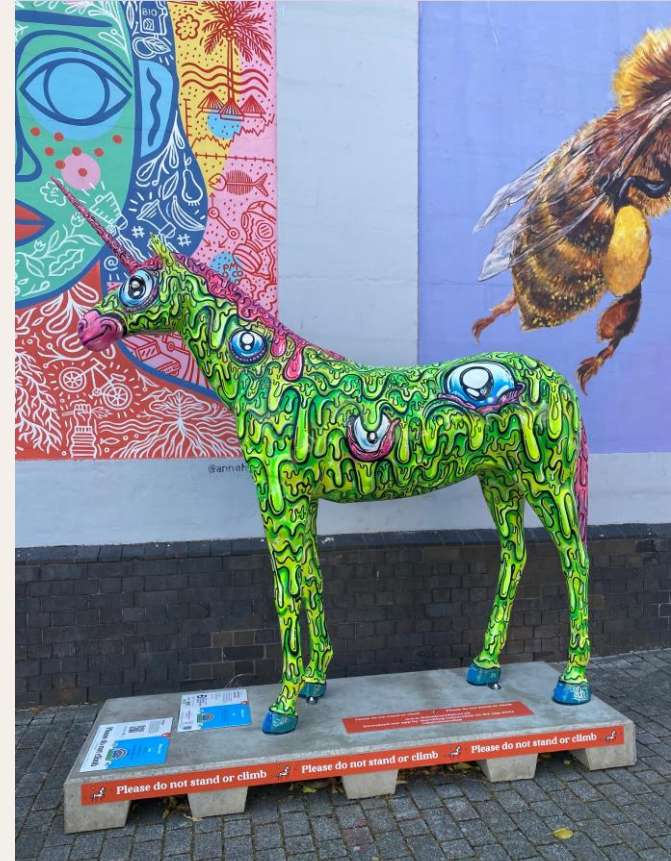


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## UNICORNFEST

Unicornfest took place in Bristol from 1 July – 3 September 2023, as part of the 650th anniversary celebrations for Bristol. 60 unicorns were painted by local artists, creating a family-friendly art trail in aid of Leukaemia Care. The official Unicornfest app was downloaded 30,000 times.

We proudly sponsored Slimycorn by artist Guts, located in front of We The Curious. In addition, We The Curious organised fun family activities around the unicorn sculpture during the weekends.



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## OLD CITY SOUNDS

New for summer 2023, we organised Old City Sounds, a family-friendly outdoor music event taking over Bristol's Old City. The event took place on the 26<sup>th</sup> August, the last Saturday of the school holidays and the late August Bank Holiday Weekend.

We created 4 different zones which all had a different musical focus and identity. We saw 5,000 people visiting the event and joining in with all the activities on offer.

**Old City Kids** – Kids Zone at St Stephens Church and St Stephens Avenue. Lots of free activities like face painting, storytelling, craft workshops as well as bubble artists and music performers.

**Old City Acoustic** – Two busking spots at St Nicks Market and Corn Street with BIMM students performing a mixture of their own material as well as covers.

**Old City Eclectic** – Music stage at St Nicholas Street offering a diverse music programme from flamenco, soulful vocals to Motown. Nine-foot stilt walker “cake ladies” also roamed the street.

**Old City Jazz** – The renowned Old Duke Jazz Festival led the way for the ‘Old City Jazz’ zone on King Street. This vibrant zone showcased live jazz talents from both near and far including an ambling new Orleans brass band and a gospel choir.



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**PROMOTING**

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## BRISTOL 650 – PAINT JAM

To celebrate Bristol 650, various vacant shop fronts on Queen's Road and the Triangle, as well as a location on Broad Quay, hosted Renaissance Paint Jam, a street art event with a difference this summer.

Aimed at promoting the area as a must-see destination, we partnered with [Upfest](#) to recruit artists and create murals over a weekend in July. Showcasing inspiration from Bristol's 650th anniversary to decorate windows throughout the area. Artists including street painting legend Inkie, Bedminster-based illustrator Will Cross, expert copywriter TOZER, colourful painter Georgie Webster, fine art inspired Andrew Burns Colwill, multi-medium creator Rose Popay, mural artist Martin D'Arcy and street art expressionist Cheba took to the streets across four days to paint masterpieces of all shapes and sizes. Visitors can enjoy the new outdoor exhibition over the coming months.

Reels and photography of the murals were taken, and PR created which achieved 15 pieces of media coverage across digital, print and broadcast, with a reach of over 1 billion.

[Read more >](#)



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## BRISTOL 650 – HOPSCOTCH

To celebrate Bristol 650, we transformed the city centre's green spaces into a giant playground this summer.

In collaboration with Upfest, three 650 tile hopscotch locations were created, in Queen Square, Castle Park and College Green. Sprayed onto the grass in these iconic green spaces, each hopscotch incorporated 650 individual tiles and were also brought to life in the shape of the numbers: 6 5 0.

Reels, photography and press coverage highlighting this epic project generated 36 pieces of media coverage across digital, print and broadcast, with a reach of nearly 733 million.

[Read more >](#)



# LOVE BRISTOL GIFT CARD

## Sales

Since the start of July, we have sold:

- £17,730 worth of physical gift cards
- £1,840 worth of digital gift cards

Since launching in June last year, we have sold £66,775 worth of Love Bristol Gift Cards:

- £55,910 worth of physical gift cards
- £10,865 worth of digital gift cards

## Redemptions

Since the start of April, gift card owners have spent £20,431.64:

- £19,155.94 on physical gift cards
- £1,275.70 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.



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# MARKETING- Q3 SUMMARY

## Old City Sounds

In the lead up to Old City Sounds, both organic and paid social were used to promote the event, with over 1,000 people clicked going on the Facebook group. During the event, on site marketing was captured with additional photography and reels created.

[Read more >](#)



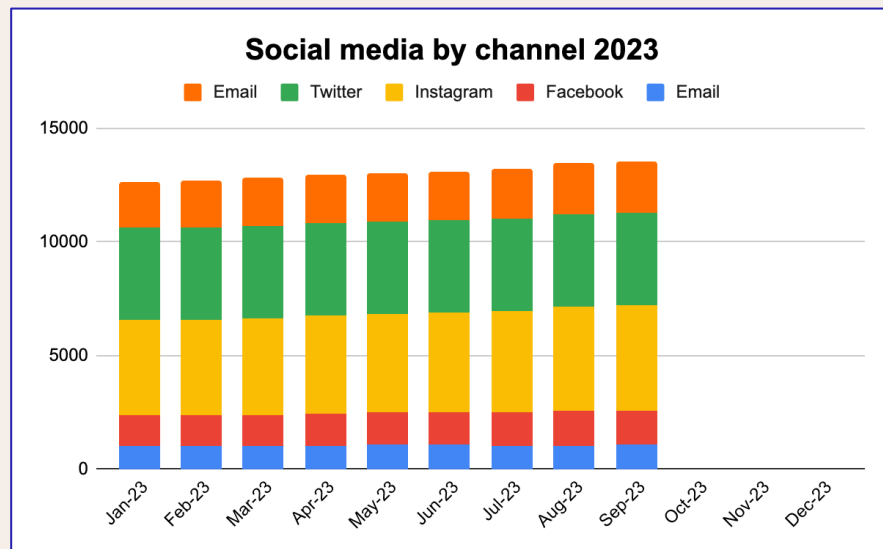
## SOCIAL MEDIA & EMAIL

Facebook has been our highest growing channel this quarter with an 8.30% increase, followed by Instagram with a 5.34% increase.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates of between 20-25%. The best open rate was received for our August Events Newsletter which highlighted Old City Sounds, Film & TV Walking Tour, Dr Bike, Yoga and more.

Our July Events Newsletter received the highest unique CTR of 5.83%.

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

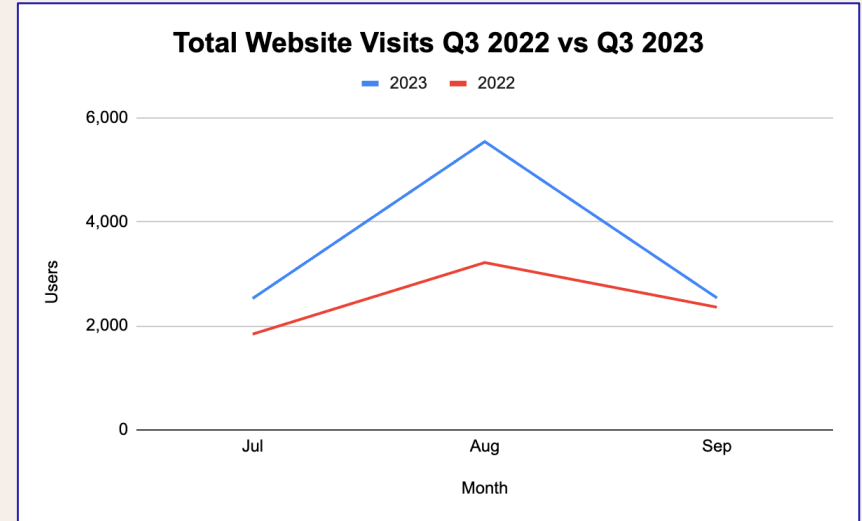


## WEBSITE

We have seen a 70.20% increase in total traffic in Q3 2023 vs Q2 2022, from 6,230 to 10,604.

Total page views reached 35,067, with most viewed pages including [Old City Sounds events](#) and [news](#).

August received the highest traffic in Q3 2023, with 33.40% of total page views landing on Old City Sounds event page.



## Social Media

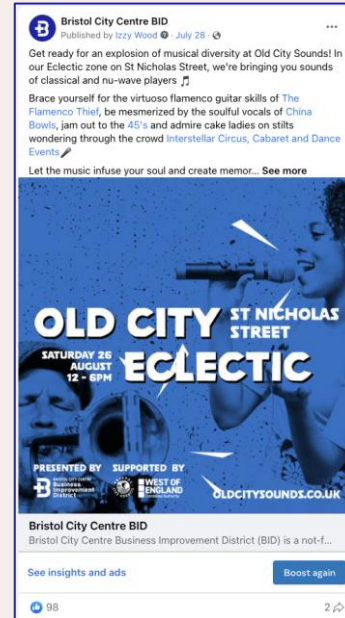
# MOST LIKED POSTS



Likes: 501  
Reach: 7,845  
Engagements: 524



Likes: 129  
Reach: 1,709  
Engagements: 134



Likes: 100  
Reach: 20,893  
Engagements: 102

This quarter, we introduced paid Facebook adverts to promote Old City Sounds. Paid ads were successful in reaching a high audience.

## Social Media

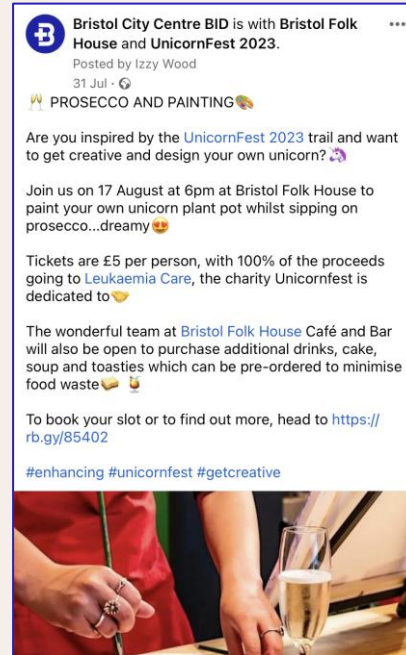
# MOST VIEWED ORGANIC POSTS



Likes: 49  
Views: 3,110  
Reach: 2,980



Likes: 126  
Views: 1,744  
Reach: 1,881



Likes: 15  
Views: 3,300  
Reach: 3,001

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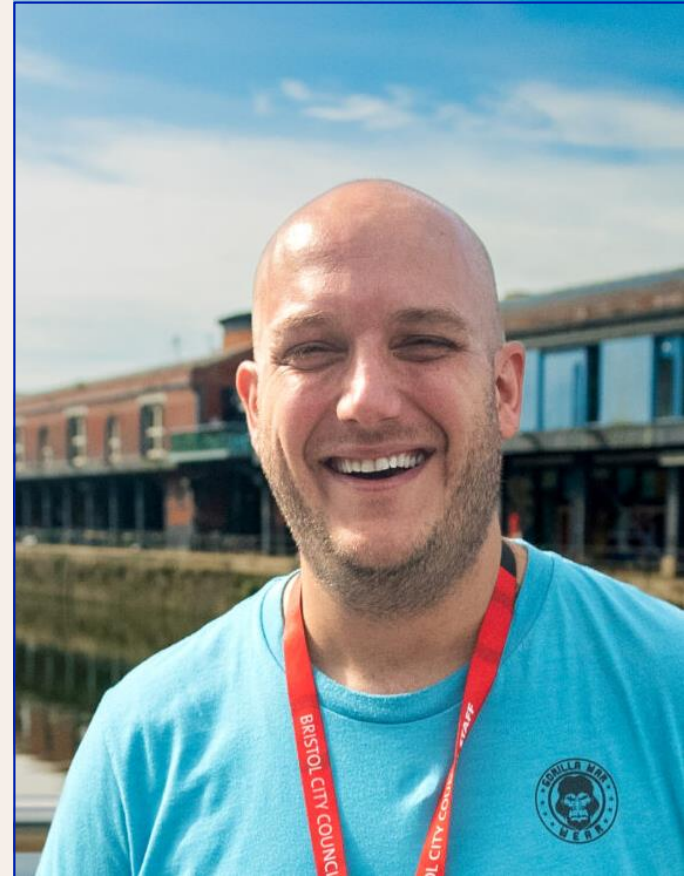
**PROTECTING**

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## STREETWISE

During this quarter, the SIS has noticed an increase in anti-social behaviour in parks such as nuisance rough sleeping and public drug use which will in some part be because of the nice weather we had, we have tried to deal with these situations by issuing rough sleeper forms and offering support through partner agencies along with enforcement procedures by issuing CPW's and CPN's and increasing patrols and working with the council who manage some of the parks. We have managed to stay on top of the problems we were having with car parks by continuing our work with car park management. We have also been dealing with a lot of begging outside of businesses by offering support in the first few instances then going through our enforcement procedures. 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 – 142
- Verbal Warnings – 22
- Referrals for Substance Misuse Support – 127
- Criminal Behavioural Order – 2
- Referrals for Health Support – 13
- Civil Injunctions – 2
- Referral for Financial Support – 10
- Community Protection Notice – 1
- Community Protection Warning – 8



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# POLICING

## Dedicated PCSO – Nat Naylor

Nat has made 113 engagements with 30 individual businesses.

He has supported the police in gathering reports and intelligence from various businesses to build a case for the arrest and successful granting of a CBO to a prolific offender that was causing issues in many supermarkets across the city centre.

Nat completes many proactive patrols of hotspots from crime and anti-social behaviour such as car parks, quieter streets and The Harbourside.



# THE BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- We are working on the accreditation, currently awaiting 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.
- We assisted with hosting a Business Crime away day to review the Business Crime Strategy for the city centre. The three thematics we have decided to focus on moving forward as a collective were ASB, shop theft and drug misuse.

## 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 >](#)

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# SAFETY PROJECT OVERVIEW

## 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.

## First Aid

We hosted two sessions in August that were very popular and well received. We trained 20 people across NTE venues in First Aid at work and how to deal with incidents surrounding drugs and alcohol. We are hosting another two sessions due to popular demand in November.

## UOL presentation

Our Senior Project Manager, Fran, was a guest speaker and panelist at the University of London presenting to the Home Office, researches, BIDs, and other BCRPS on what a successful partnership looks like. There was some great feedback that reflected well on the Bristol BCRP.



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**SUPPORTING**

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## BUSINESS LIAISON

- Continuing work with King Street Collective and BCC to agree infrastructure requirements for the street.
- Identifying and liaising with businesses to agree involvement on Paint Jam project
- Meeting with new businesses to the BID area to explain BID benefits and promoting all relevant projects
- Ongoing discussions with Denmark Street businesses and BCC to discuss the potential for increased pedestrian zoning along the street.



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## FREE TRAINING HUB

Over the last quarter, use of our free Training Hub, in partnership with SeedL, has continued to grow. It is likely that changing the name from SeedL to Training Hub has supported this.

Feedback following courses have shown that 85% of people believe the courses to be either “Very Good” or “Excellent”.

9 businesses have been active

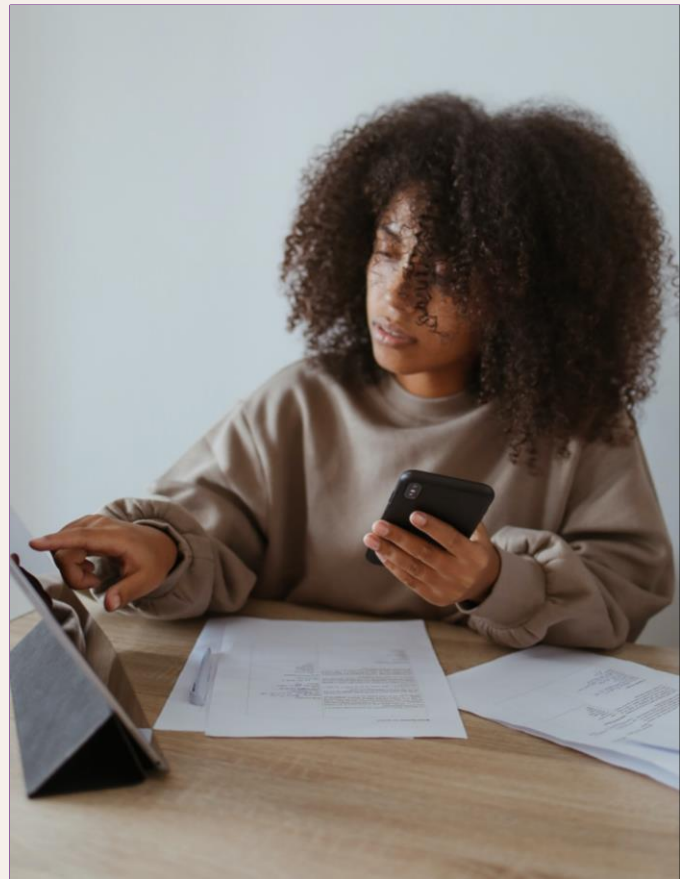
18 attendees on 9 different courses.

### Most popular course themes:

- GDPR compliance
- Office 365
- Managing people

### Top users:

- The Folkhouse
- St Georges Bristol
- Inside Travel Group




# COST SAVINGS

## Quarter 3 2023




- 10 meetings have been carried out with levy payers in the city centre area to identify cost savings against a variety of operating costs in Q3 2023
- 7 meetings resulted in further investigations
- 2 Businesses still to release data to PSP

## Overall totals

- Total assisted saving realised: £27,988
- Total cost savings identified: £109,907 (incl. future savings at existing contract term end)
- One H&L business has had £14,768 identified savings across electricity and water contracts in Q3




**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



**Redcliffe  
& Temple  
BID**



**BRISTOL CITY CENTRE  
Business  
Improvement  
District**

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## LOVE OUR LEVY PAYERS' EVENTS

During the summer months many businesses enjoyed our outdoor yoga session at Queens Square and Castle Park. We also organised a walking tour with our historic tour guide Liz, explaining the link between unicorns and Bristol, to get people even more excited about Unicornfest as well as a unicorn plant pot painting and prosecco night.

In this quarter we had a total of 190 people register for our lunch time events.

- **July:** Yoga x 2, Historic Unicorn Walking Tour, Goldney Grotto & Garden Tour
- **August:** Yoga x 2, Unicorn Plant Pot Painting & Prosecco
- **September:** Yoga x2, Bristol Film & TV Walking Tour



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## BRISTOL COCKTAIL WEEKEND

Bristol Cocktail Weekend took place from 28 September – 1 October and was the city's inaugural showcase of mixology, celebrating the many incredible cocktail venues that Bristol has to offer. The event provided visitors with four days of drink, food and adventure.

A total of 32 venues, 21 of those being levy payers, took part in the event offering festival wristband wearers a signature cocktail for £6. Several venues also offered a non-alcoholic version of their signature drink. A total of 1,000 festival wristbands were sold.

The event also included food offers from several venues as well as special events such as Ice Carving and Japanese Whisky Masterclasses.

All signature cocktail were judged by expert industry judges as well as everyone that attended the event and Flight Club won Cocktail of the year with their Nunya Beeswax creation.

BID supported this new event into the city and subsidised the 21 levy payers sign up to the event.



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## DR BIKE

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

In Q3 we held six Dr Bike sessions, three at Bristol Beacon and further sessions at Lloyds, Castlemead and in Queen Square. These sessions have proved very popular and are fully booked well in advance.

81 bikes have been serviced during Q3.



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## SUPPORTING GREENER BUSINESS

We have worked with Bristol Green Capital Partnership to develop a proposal to fulfil our Business Plan theme of 'Supporting Greener Business'.

We intend to extend the work the Redcliffe & Temple BID are doing with their team by setting up several avenues for businesses to discuss their sustainability challenges including events and workshops.

We will initially focus on the office sector and see this as a good potential avenue to support smaller offices that may not have had much prior engagement with us.

We are anticipating that the project will commence February 2024



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## MOVEMENT & SPEND INSIGHTS

**FOOTFALL:** July, August September.

The API link to the BID website is now live and enables a weekly view of footfall from the Park Street 02 Movement sensors.

A 52% decrease in footfall at Victoria Street - A 16% decrease in footfall at Park Street.

### **SPEND:**

Q2 2023 Visa spend was released at the end of July. A news piece on the BID website highlighted the results with Bristol City Centre spend and footfall both on the up. Visitors to our vibrant retail and leisure high street, Park Street, were up by almost 40% in April – June in comparison to Q1, and spending in our first-class hospitality venues increased by 14% on January – March figures.

A new report is now available for businesses to give an overview of current footfall, demographics and catchment area visitation.



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# **BID FINANCE**

## BRISTOL CITY CENTRE BID BUDGET \*Nov- Oct actuals

2022-2023 BRISTOL CITY CENTRE BID INCOME	
BID levy 22-23	1,002,670
Other income	155,191
Carry forward	294,513
Total income	1,452,374
2022-2023 BRISTOL CITY CENTRE BID EXPENDITURE	
ENHANCING: Delivering projects that attract investment, and talent, create a cleaner, greener, and more attractive city centre, bringing residents, employees, and visitors back into the heart of our city.	538,482
PROMOTING: A collaborative approach to delivering innovative campaigns, events, activations, and communications to promote Bristol. Celebrating everything that makes Bristol a special place to work, study and live.	275,090
PROTECTING: Investing to reduce, challenge and raise awareness on crime and anti-social behaviour to protect city centre businesses, visitors, and residents both day and at night.	187,303
SUPPORTING: Acting as a single point of contact to represent levy payers, leverage investment, influence strategy and support the business community	108,941
Management and overheads	183,834
Contingency and carry forward	158,724
Total Expenditure	1,452,374

*\*Expenditure based on 22-23 levy collection of 95.2%*

*\*BID levy collection also includes £139,914.22 of late collections 2018-21*

*\*Carry forward 22-23 includes ongoing place marketing projects and safety of women at night initiative to be delivered by December 2023*



THANK YOU