



BRISTOL CITY CENTRE  
**Business  
Improvement  
District**

seamus  
o'donnell's  
17 59  
GUINNESS



SMALL HOT  
TAP

seamus o'donnell's

SIPSMITH

SIPSMITH

BRISTOL CITY CENTRE BID

# ANNUAL REPORT 2022/23



# OUR VISION FOR A BETTER BRISTOL

A future-focused city that attracts business, investment, and people to create a resilient and welcoming city for all.

## WE DELIVER OUR ACTIVITY UNDER FOUR STRATEGIC THEMES:

### 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.

### 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.

### 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 night.

### SUPPORTING

Acting as a single point of contact to represent levy payers, leverage investment, influence strategy and support the business community.

# INTRODUCTION

Our first year of the new BID term, our 6th year of operations, has been a year of new priorities and ambition through projects that enhance the city's economy and its welcome. For strategies that connect and represent the city centre business community and initiatives that have shone a light on our city for tourism, education and investment. We continue to develop key partnerships that help improve safety for those working in, living in or visiting the city.

The third edition of **Bristol Light Festival** was extended to a 10-day event including two weekends to maximise its economic benefit. It attracted an audience of over 250,000 people supporting an additional spend in the city of £3.3m across all sectors. We've created new events and campaigns including **Old City Sounds**, **Bristol Cocktail Weekend**, **Hoppy Birthday Bristol** and a **Renaissance style paint jam**. We continue to work with existing partners including **Belly Laughs**, whilst supporting city-wide initiatives to boost footfall and encourage leisure time spent in our city.

Our Love Bristol Gift Card initiative has kept over £66,000+ of spend local, with over 160 businesses now signed up to the scheme. Through partnerships and grant funding we have generated £155,000 to re-invest back into the city, in addition to the levy fund. Our free health checks for business operating costs have identified over £100,000 of savings to date. We continue to provide weekly footfall data and quarterly visa spend to businesses to analyse their customer base and refine marketing campaigns.

Free services for levy payers have included our online training platform and weekly lunchtime activities. Our cleansing service continues to provide a 7-day a week operation for businesses. We continue to develop our greening initiatives, with new planting across the public realm. TAP for Bristol supporting homelessness prevention and emergency support in the city has raised and donated £100,000 since its inception in 2019.

We recognise that businesses are experiencing high levels of crime currently, and our dedicated PCSO and Streetwise Intervention Officer have been supporting businesses most effected. Our citywide Business Crime Reduction Partnership (BCRP) continues to coordinate a city-wide approach to tackling business crime.

Our business community are at the heart of all our activity and your engagement is key for us to understand the needs and challenges in our ever-changing business landscape.

Thanks to your support we are delivering our mission of a 'Better Bristol for all'.

Vicky Lee



**VICKY LEE**  
**HEAD OF BRISTOL CITY CENTRE BID**

# GOVERNANCE

The BID has an Advisory Board that meets quarterly to oversee and monitor the strategic direction and financial management of the BID. They are responsible for ensuring that the BID operates as part of a wider community and in the public interest. The Board represents the interests of all levy payers and advocates for them on strategic issues. It provides expert advice and guidance, establishes best practice, and agrees and monitors performance measures. Representation on this Board is open to all levy payers and the allocation of seats is proportionate with the aggregated BID levy contribution of each business sector. The Board has 15 voting members made up of the following sector representatives:

- Office (inc. educational, council, hospitals, police): 6
- Leisure and Hospitality (inc. bars, restaurants, attractions, hotels): 4
- Retail and Personal Care (inc. hairdressers, beauty, spa): 2
- Other (inc. car parking areas, vacant units): 3

The Board may co-opt up to four other members for technical advice or to ensure sufficient diversity of representation. Bristol City Council has formal representation on the Board as the provider

of statutory services in the area. The Advisory Board has a chair elected from among its members.

The day-to-day management of Bristol City Centre BID is delegated to the Head of BID, who manages a small, efficient and highly capable team. The BID team delivers projects and initiatives across the three city centre BIDs managed by Destination Bristol, trading as Visit West (Bristol City Centre BID, Broadmead BID, and Redcliffe & Temple BID).

This strategy to achieve closer collaboration between the three central Bristol BIDs was introduced in 2020 to drive efficiency by sharing centralised costs, reducing overheads and delivering project costs effectively and to the highest standard.

Evaluation and reporting are central to the BID's operations. The team monitors all activity and reports to the Head of BID, who in turn submits a performance report to the Advisory Board for every meeting.

Bristol City Centre BID operates within the corporate governance structure of Visit West, a not-for-profit company limited by guarantee.

## ADVISORY BOARD

### James Woollam (Chair)

Hayes Parsons

### Andy Pick

KPMG

### Helen McGee

O2 Academy

### Alex Gregory

JD Wetherspoon

### Donna Baber

University Hospitals Bristol and Weston NHS Foundation Trust

### Victoria Hayward-Melen

Avon and Somerset Police

### David Foley

DJ Foley Property Consultants

### Anna Naylor

Bristol Folk House

### Trish Brown

St George's Bristol

### Matt Birch

University Of Bristol

### James Laverick

Marriott Hotels

### Ben Philips

Ambassador Theatre Group

### Danielle Kirk

Lambert Smith Hampton

### Councillor Ani Stafford-Townsend

Bristol City Council (Advisory)

### Victoria Matthews

Business West (Advisory)

### Jason Thorne

Bristol City Council (Advisory)

# OUR TEAM



BID TEAM

**VICKY LEE**

Head of BID



BID TEAM

**FRANCESCA INMAN**

Senior Project Manager



BID TEAM

**GRACE BERNARD**

Marketing Executive



BID TEAM

**IZZY WOOD**

Marketing Assistant



BID TEAM

**JENNI TAMLIN**

Marketing Manager (Maternity Cover)



BID TEAM

**LOUISA BRIGGS**

Project Executive



BID TEAM

**PAULA RATCLIFFE**

Business Liaison Manager



BID TEAM

**SABRINA SHUTTER**

Project Manager



BID TEAM

**TOM SWITHINBANK**

Project Manager



BID TEAM

**BETH BETTS**

Marketing Manager (Maternity Leave)



SAFETY TEAM

**LEWIS MONK**

Streetwise Intervention Officer



SAFETY TEAM

**NAT NAYLOR**

PCSO



CLEANSING TEAM

**ASHLEY HILL**

Cleansing Team Operative



CLEANSING TEAM

**KEVIN BARNES**

Boschung Driver



CLEANSING TEAM

**TOM RYAN**

Cleansing Team Driver & Team Leader

# 1. 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.

## VISITOR EXPERIENCE

We've supported a host of city-wide initiatives to boost footfall and encourage leisure time spent in our city.

### OLD CITY SOUNDS

We organised the inaugural Old City Sounds, a free, family-friendly one day music event that took over the old city on August Bank Holiday Saturday.

This event was a huge success which saw 5,000 visitors joining in with all the activities on offer and we received some fantastic feedback:

"Events such as Old City Sounds hugely boost footfall and spending in our city centre as well as morale for residents, tourists and businesses alike. It's a joy to be part of the team that creates these new and innovative takeovers that both support local businesses and celebrate the musical talent we are lucky to have here in our city."

**Vicky Lee, Head of Bristol City Centre BID**



"The event has invited me to visit this part of Bristol more. We really enjoyed the day with our friends, it was perfect for us!"

**Old City Sounds Visitor.**

"Busy streets, activities for children and music made the area feel vibrant. It made it a nice place to be on a Saturday, thank you!"

**Old City Sounds Visitor.**

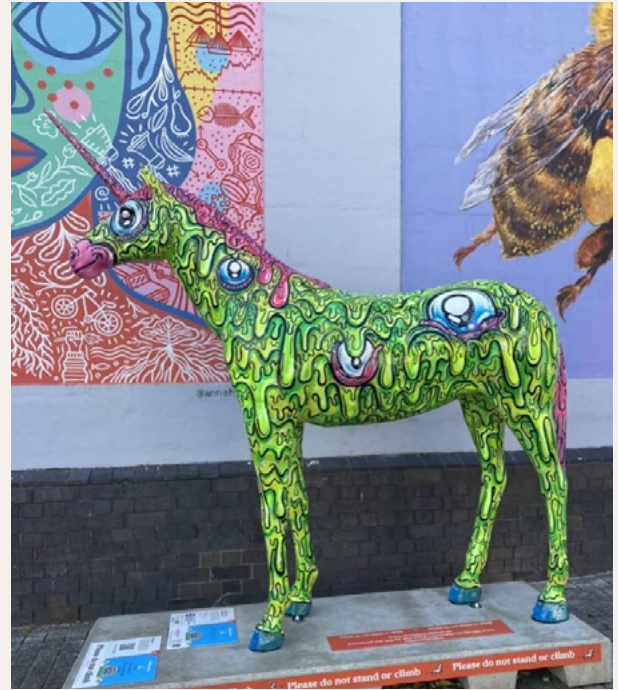


## UNICORNFEST

Taking 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.

In collaboration with We The Curious, we sponsored artist Guts, whose unicorn creation “Slimycorn” was located in front of We The Curious.

To celebrate Unicornfest, we also organised several events especially for our levy payers such as a historic walking tour at lunchtime explaining the link between Bristol and unicorns, as well as a unicorn plant pot painting and prosecco night.



## 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. The grand finale was a St Patrick’s parade on the 19 March which ended in a shindig on St Nicholas Street and St Nicks Market.

## CITY NATURE CHALLENGE

We co-sponsored City Nature Challenge (CNC) 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 was 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, with 414 wildlife observations uploaded to iNaturalist and 196 species recorded.



## 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.

- Total number of people taking part across all 60 events: 16,519
- An estimated 12,000 people took part in the Wild Weekend on Millennium Square
- 84% of people who attended left feeling inspired to take action for nature
- £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



## WE THE CURIOUS EXHIBITION

We supported We The Curious in bringing to life an outdoor photography exhibition in Millennium Square from October 2023. 'What you see you do not know', coordinated by the Bristol science centre and educational charity, showcases artwork by photography students from Bristol Brunel Academy (BBA) displayed in a free outdoor exhibition.





## ANNUAL BRISTOL LIGHT FESTIVAL

Our annual Light Festival attracted an audience of over 250,000 people and an additional spend of £3.3m across all sectors. The festival was a huge success with very positive visitor feedback and engagement with all artworks installed across the city for the ten-day event.

The proposed dates for the 2024 festival are Friday 2 – Sunday 11 February\* to run once again for 10 days. The creative and production team have been appointed and are in full planning mode and in the process of finalising next year's programme.

As with the festival each year, there will be a big emphasis on marketing and communications to encourage visitors into the city during the event and to enjoy leisure time in the businesses as well as enjoying all that the festival has to offer.

"We adore Bristol Light Festival, we saw an increase across all days, especially evenings. Giving us the busiest week of the year and beat last year's record, becoming the busiest week since opening!"

**Honest Burger**

\*subject to site permissions



## SUPPORT FOR GREENER BUSINESSES

### VEOLIA

Our partnership with Veolia for waste and recycling continues to deliver major cost savings for levy payers, securing costs fixed at 2019 prices for the duration of the current contract.

Throughout recent years the percentage of waste recycled has risen significantly from 34% in 2019 to 65% in 2023.

We are in the process of renewing our contract with Veolia, with a focus on increasing the quantity of waste being recycled as a key feature of the new contract.

### EVENTS AND SUPPORT

Through our partnership with Redcliffe & Temple BID, levy payers have had access to a range of sustainability events organised by Bristol Green Capital Partnership.

In our next BID year, we will enter a formal partnership with Bristol Green Capital to offer further support to our levy payers and help businesses with their journey to reduce their impact on the climate.

### ATTRACT INVESTMENT AND TALENT

Our events, campaigns and initiatives showcasing Bristol city centre have attracted investment into the city, delivering economic support for businesses and driving footfall.

We have invested significantly in events, activity and campaigns to support businesses. In addition to the levy, we have generated a further £155,000 through partnerships and successful grant applications. This additional funding has amplified our activity and supported the development of new initiatives to support businesses.

## TRANSFORM THE PUBLIC REALM

### GREENING

We continue to seek opportunities to improve the public realm in the city centre – please let us know any ideas you have.

Our Green Wall on Rupert Street has doubled in size since its install last September and we are actively looking for a second location.

This summer we took over the maintenance of Bristol City Council's Old City planters following feedback from levy payers. Our team have improved the quality of the planting and we have committed to regular watering and maintenance.

We are also supporting Bristol City Council's Green Infrastructure projects for the Old City, Park Street and King Street, offering our advice, guidance and commitment to future maintenance.

This summer we were awarded £2,000 from West of England Combined Authority's Pollinator Fund to improve the wildflower meadow on Brandon Hill. In partnership with Avon Wildlife Trust, this project began its delivery on November 1 and will be completed on November 16 2023.

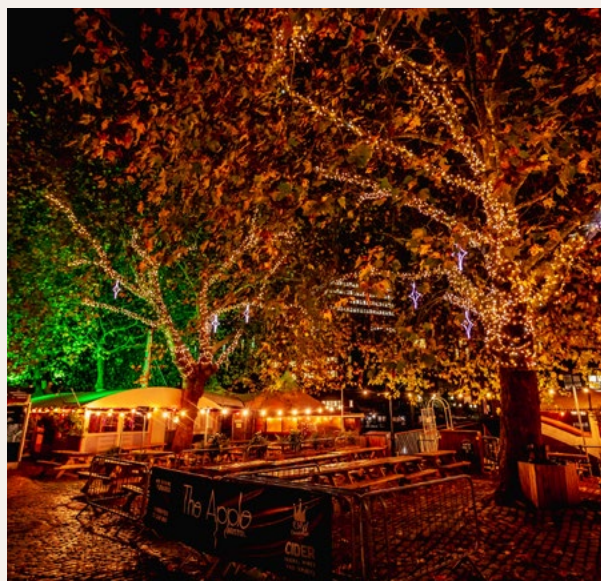
## STRENGTHEN OUR CULTURAL DESTINATION

Through Bristol Light Festival we have created a platform for artists and cultural organisations within the city. By supporting the industry and celebrating it through events such as Bristol Light Festival we are also demonstrating the critical role of arts and culture in the recovery of the high street.

### LIGHT UP CHRISTMAS

Our annual Christmas lights display will continue to develop and have new schemes added over this 5-year BID term. The team are working to identify new areas to be included in the festive lighting scheme to further enhance the offering within the city.

2023 will see the installation of new décor and features in the Old City and trees illuminated as part of the enhancements to make the areas welcoming throughout the festive period. Work is being carried out to ensure the creative direction and design is in keeping with each of the bespoke areas within the BID footprint.



‘Just to say, the concourse looks AMAZING after your deep clean! 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**

### ADDITIONAL STREET CLEANSING

Our rapid response Cleansing Team is supporting levy paying businesses with street cleansing challenges that directly impact their businesses, whilst also improving the appearance of the city’s streets. The team meets the cleansing requirements of the levy payers by deep cleaning pavements, doorways, street furniture and business frontages, as well as graffiti removal to make the city more welcoming and looking its best. Our Cleansing Team consists of 3 team members operating a pump van and a Boschung vehicle.

In the year, the Cleansing Team has delivered 1976 hours of additional cleansing and removed 1485 items of graffiti tags from over 700 locations across the city centre. Their hard work is part of a coordinated street cleaning approach and adds to the street sweeping and litter removal carried out by Bristol City Council.

In 2023 we launched a new, all electric vehicle for our Cleansing Team to use. To raise awareness and encourage public engagement, we launched a competition across our socials and PR channels to name the vehicle. This campaign generated a reach of over 246,000, inspired 40 entries and ended in the vehicle being designed in-keeping with the final name: Ghost Dusters

## 2. 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.

### ENGAGING AND ATTRACTING CONSUMERS

#### BRISTOL MONOPOLY BOARD

We supported the creation of a new Bristol Monopoly board, by sponsoring a 'shopping' tile for Park Street and Queens Road. These editions of the game will be available to buy in the shops from November 2023.

#### PR

In collaboration with Plaster Communications, we have undertaken a number of projects over the course of the year to celebrate Bristol, increase footfall and benefit our business community.

#### CLEANSING VAN COMPETITION

2

pieces of media

246,200

reach

Notable coverage: [Bristol247](#)



#### W. E. IRISH

15

pieces of media

3,365,445

reach

Notable coverage: BBC Points West (broadcast)



#### BRISTOL LIGHT FESTIVAL 2023

118

pieces of media

98,000,000

reach

#### LOVE BRISTOL GIFT CARD INFLUENCER CAMPAIGN

23

posts on Instagram

583,472

reach



### PAINT JAM

Various shop fronts on Queens Road and the Triangle hosted a Renaissance Paint Jam, a street art event with a difference in July 2023, with street artists taking inspiration from Bristol's 650th anniversary to decorate windows throughout the area, together with a new installation on Broad Quay.

The project was curated by the organisers of Bristol's world-famous street art festival Upfest, to celebrate the masters from the past as part of a year-long celebration of all things Bristol: who we are, where we come from, what we've done – and where we're going.

This generated 15 pieces of media coverage, local and national, across digital, print and broadcast, with a reach of over 1 billion.

### TEACHER'S TREATS (LOVE BRISTOL GIFT CARD INFLUENCER CAMPAIGN)

2

posts on Instagram

24,199

reach

### HOPSCOTCH

In collaboration with Upfest, we turned Bristol into a giant playground over the summer. To celebrate Bristol's 650th anniversary, three 650 tile hopscotch locations in Queen Square, Castle Park and College Green incorporated 650 individual tiles and also brought to life the shape of the numbers by spelling out 6 5 0

This generated 36 pieces of media coverage across digital, print and broadcast, with a reach of nearly 733 million.

Notable coverage: [Evening Standard](#)



### OLD CITY SOUNDS

53

pieces of media

590,612,659

reach

Combined partner reach:

51,331

Website page visits:

7,569

Notable coverage: [i-news](#)

### BRISTOL COCKTAIL WEEKEND

23

pieces of media

665,370,756

reach

Notable coverage: [MSN](#)

PLACE SUPPORT  
PARTNERSHIP BUSINESS  
COST SAVINGS

4

pieces of media

723,474

reach

Notable coverage: [Bristol World](#) - local TV



TAP FOURTH ANNIVERSARY &  
WORLD HOMELESSNESS DAY

10

pieces of media

580,167,000

reach

Notable coverage: [BBC](#)

WE THE CURIOUS

4

pieces of media

572,306,200

reach

Notable coverage: [BBC](#)

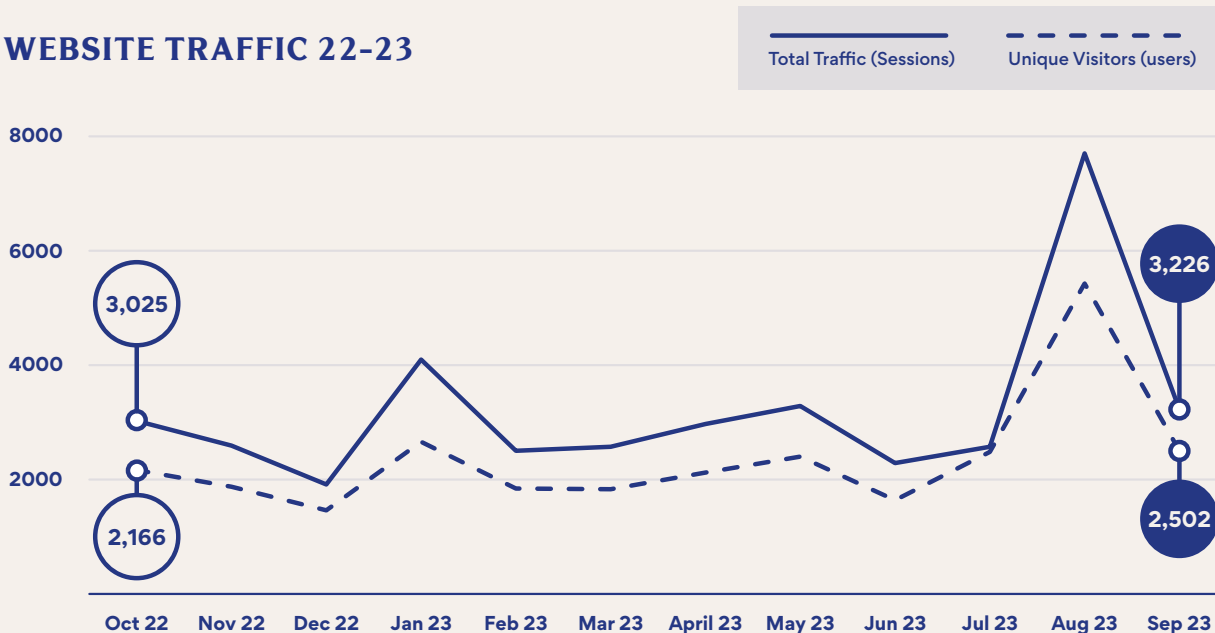
## WEBSITE

Our website has seen an increase of unique monthly visitors of 15.5% in the past twelve months, with a 6.6% increase of total visits in the same period.

Worth noting the spike in both total and unique visitors in August, a result of our Old City Sounds event. This in itself, generated 7,569 visits over the course of the month, which is the most viewed page on our website. Other popular pages over the course of the year have been:

- Kings Coronation
- Eurovision
- Festival of Nature
- Clean Air Zone

## WEBSITE TRAFFIC 22-23



## SOCIAL MEDIA

### TOP ORGANIC POSTS

#### LED CYCLE FROM HORFIELD COMMON

20 January 2023

Reach:

5,665

[View tweet](#)

#### FESTIVAL OF NATURE WILD WEEKEND LEAFLET

14 June 2023

Reach:

5,329

[View post](#)

#### LOVE BRISTOL GIFT CARD - MOTHERS DAY AT MRS POTTS

27 Feb 2023

Reach:

3,975

[View post](#)

### TOP COLLAB POSTS

#### LOVE BRISTOL GIFT CARD CHRISTMAS - CASS ART AND PIZZAROVA

14 November 2022

Collab: Visit Bristol

Reach:

11,717

[View post](#)

#### LOVE BRISTOL GIFT CARD CHRISTMAS - HARBOUR HOUSE AND COWBEE

7 December 2022

Collab: Visit Bristol

Reach:

9,529

[View post](#)

#### LOVE BRISTOL GIFT CARD - MOTHERS DAY AT MRS POTTS

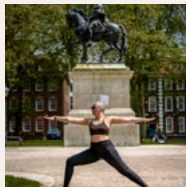
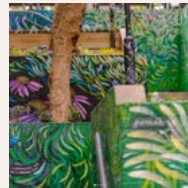
27 March 2023

Collab: Mrs Potts

Reach:

7,641

[View post](#)



## EMAIL

Our newsletter database remains engaged with our content, generating on average, a 25.5% open rate compared to a benchmark of 21.5%, and a 5% click through rate in the past 12 months.

We're exploring ways to increase this engagement further.

## SHOWCASING BRISTOL CITY CENTRE

### LOVE BRISTOL GIFT CARD

#### SALES

Since the start of 2023, we have sold:

- £39,420 worth of physical gift cards
- £5,845 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 2023, gift card owners have spent £30,454.08:

- £26,096.72 on physical gift cards
- £4,357.36 on digital gift cards

**Number of businesses onboard: 163**



## LOVE BRISTOL GIFT CARD CAMPAIGNS

### Christmas 2022

- Created a series of reels, featuring the gift card being used within businesses shared during the lead up to Christmas
- Wrapped the back of a bus with our gift card design.
- Wrapped empty units with LBGC vinyls along Park Street and Queens Road
- Paid ad campaign with an Instagram reach of 101,623 and 403,685 impression



### Mother's Day 'Mums love local'

- Town & City gift card campaign featuring businesses owned by mothers
- We featured Mrs Potts Chocolate House
- 3 x videos produced with a reach of 15,825 and 20,489 impressions

### Easter Influencer Campaign

- Remixed previous video footage to create 6 reels spelling out Easter with a reach of 583,472 and 17,948 impressions
- Gave influencers gift cards to spend in relevant businesses



### End of Term Teacher's Treats

- Influencer-led campaign alongside our own organic social posts with a reach of 24,199 and 8,653 impressions

### Sustainable Fashion Week

- Influencer-led campaign using sustainable fashion week shops onboarded to scheme

## LOVE BRISTOL GIFT CARD PR

In Q3 of 2023, we experienced heightened orders and redemptions due to increased marketing activity, with the total sales for July alone reaching £13,010, with a further £8,759.74 spent in gift card businesses.



## HIGHLIGHTING THE BENEFITS OF WORKING IN THE CITY CENTRE TO ATTRACT AND RETAIN STAFF FOR OUR LEVY PAYING BUSINESSES

We worked with a number of our businesses this Mother's Day to showcase that our city is a fantastic place to work for those juggling parenthood and their career. We profiled several professional services businesses that have implemented innovative and family-focused initiatives.

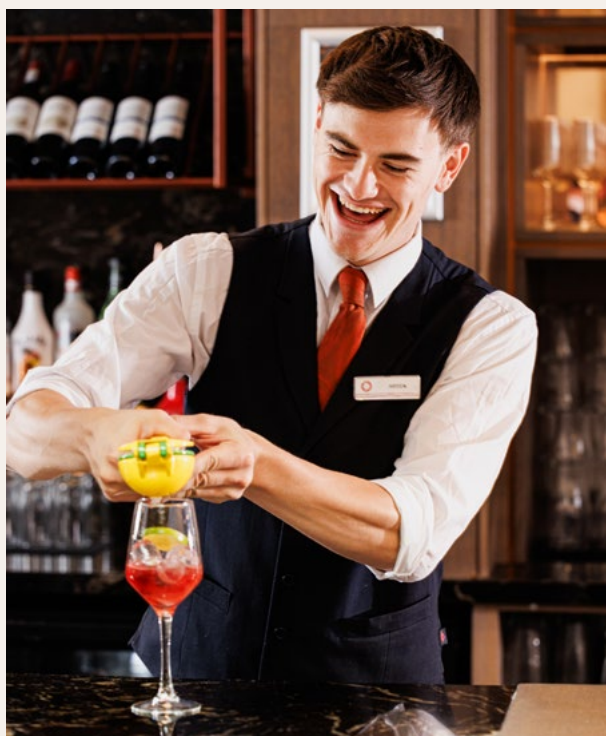
## SUPPORTING AND SHOWCASING BRISTOL BUSINESSES

### BRISTOL COCKTAIL WEEKEND

We were key supporters in bringing Bristol Cocktail Weekend to the city and sponsored the festival to celebrate and showcase the talent, businesses and hospitality heroes of our night time economy.

Bristol Cocktail Weekend took place from 28 September – 1 October and was the city's inaugural showcase of mixology, providing visitors with four days of drink, food and adventure.

We worked closely together with the festival organisers, introducing them to our levy paying cocktail venues and our contribution enabled 20 levy payers to take part in the festival free of charge. A total of 32 venues, 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. The event saw a total of 1,000 festival wristbands being 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 cocktails 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.



## COMEDY ON THE COBBLES

Comedy on the Cobbles returned to King Street in January.

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 5 January at the Bristol Folkhouse and was another sell out event with 55 tickets sold, raising a further £275 for TAP for Bristol.



## CELEBRATING BUSINESS SUCCESS

We are proud to support and celebrate the wonderful diversity of businesses that we call our business community in the centre of Bristol. We play an active role in many of the city's awards ceremonies supporting with our time on judging panels and sponsoring where possible.

## PROMOTING THE ROLE OF THE BID



### BRITISH BID CONFERENCE

This year has seen the BID win two very significant industry awards. In November we were honoured to receive a 'Special Recognition' award at the annual British BID's conference for Bristol Light Festival.



### ATCM

We were also honoured to win the Association of Town & City Management (ATCM) award for Exceptional Partnership. This prestigious recognition highlights the remarkable outcomes achieved through our strong alliances with city stakeholders.





**OUR VISION  
IS FOR A  
BETTER BRISTOL**



# 3. 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 night.

## BCRP

Our Business Crime Reduction Partnership (BCRP) continues to coordinate a city-wide approach to tackling business crime and we continue to provide 100+ free radios to levy payers keeping them connected.

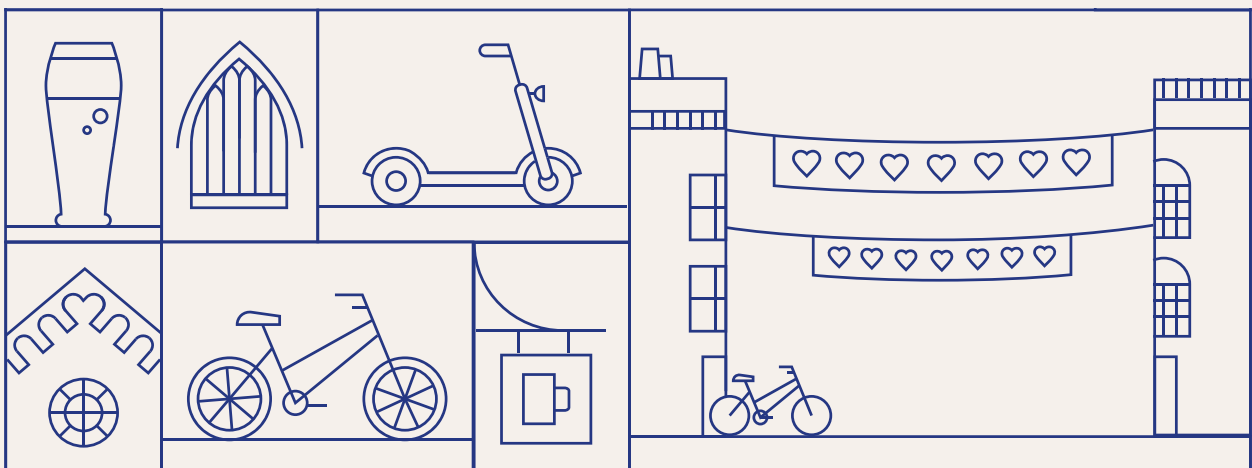
- The BCRP continues to function across the three BIDs, Cabot Circus and The Galleries Shopping Centre.
- We sit on the National Board of Business Crime Reduction Partnerships (NABCP)

## DISC

- The DISC database has grown in its use over the last year. This has been due to an increase in use from both the businesses and the police.
- The increase in use followed the Safer Business Action Day that was hosted with Broadmead BID, which aimed to target shop theft and street-based anti-social behaviour (ASB). This was a very successful day and many retailers were alerted to the benefits of DISC and reporting.
- By having many prolific offenders listed on DISC, businesses can become more familiar with their faces which helps lead to arrests and increased police reports.

## BRISTOL CITY CENTRE RADIO SCHEME

- There are now over 100 radios distributed within Bristol City Centre BID businesses and these continue to be used both day and night.
- Refresher training is offered on a regular basis to businesses that hold a radio to ensure best practice use is continued and the communications remain valuable.



## BETTER INTEGRATION AND BETTER CONNECTED

### PCSO

Our dedicated PCSO Nat has engaged with a total of 130 businesses across the city centre area. We have received lots of positive feedback from a number of businesses that he has supported.

Nat has also been instrumental in the work behind getting many prolific offenders arrested. His relationship with the businesses means that he is aware of major issues and is proactive in his work to attend to these.



### RETAIL SECURITY MEETING

The Retail Security meeting has grown in popularity over the last year, continuing to meet on the first Thursday of each month. It sees retailers come together with the police to discuss recent issues or concerns they may have over ASB and shop theft.

The police have been particularly proactive in improving this meeting and as a result, attendance has boomed and positive actions follow.

Tesco and Co-op have fed back how beneficial attending these meetings on a regular basis has been.



### SAFER OFF THE STREETS

Our dedicated Streetwise Intervention Officer Lewis has been supporting businesses with the issues most affecting them. Lewis has had a busy year since being in post with the number of individuals street begging increasing.

### TAP FOR BRISTOL

Launched in September 2019, TAP for Bristol reached its 4th anniversary in 2023 and has achieved a milestone £100,000 in donations since its inception.

The initiative aims to make Bristol the city that solves homelessness through its contactless donation points, [JustGiving Page](#) and donations from businesses. Delivered by [Bristol City Centre BID](#) in partnership with [Caring in Bristol](#) and recently supported by [Redcliffe & Temple BID](#), TAP for Bristol has helped those who are currently homeless, by providing emergency grants via local charities, in addition to enabling Caring in Bristol to continue its vital homelessness prevention projects.

Over the past 12 months, TAP for Bristol donations have been able to provide crisis funding to Next Link Housing and 1625ip as well as supporting Caring in Bristol with its ongoing prevention project, all of which have enabled 744 individuals to be provided with emergency grants and over 700 individuals and families to receive advice and assistance in maintaining their existing tenancies.

# NIGHT-TIME ECONOMY

## SAFETY PROJECT OVERVIEW

### PURPLE FLAG

Bristol received the highly coveted Purple Flag accreditation for its 13th consecutive year. Awarded for its thriving evening and nighttime economy (NTE). The Purple Flag aims to elevate the standard and enhance the appeal of town and city centres between the hours of 6pm and 6am. This esteemed recognition acknowledges areas that provide a vibrant and diverse mix of dining, entertainment, and culture, while prioritising the safety and wellbeing of both visitors and local residents. Highlights from Bristol's submission include best practice on safety and harm reduction through the work of Bristol Nights, the diverse events programme with successes like the Bristol Light Festival, and schemes like the Clean Street Strategy, which creates a welcoming environment.



### SAFETY OF WOMEN AT NIGHT (SWAN)

Bristol City Centre BID was awarded £30,000 to continue the Safety of Women at Night training. This will take place from September 2023 until December 2023. As part of this work we are also supporting the roll out of the Women's Safety Charter in partnership with Bristol Nights.



### WATER SAFETY

The Water Safety Partnership meets on a quarterly basis to discuss prevention and management of water-related incidents that may occur. In Spring 2023, Bristol City Council ran a Harbour Swim pilot, the communications for which laboured the message that this was a controlled environment, especially designed for safe water swimming. We continue to support the message that unregulated swimming in the harbour is not allowed, due to the dangers posed, unless under those controlled conditions.



**No.1 OUT TOGETHER HOME TOGETHER**

**No.2 CALL IT OUT**

**No.3 DON'T BE A CREEP**

**No.4 RESPECT EVERYONE**

**No.5 KEEP AWAY FROM THE EDGE**

**No.6 TAKE IT EASY**

**BRISTOL RULES**

This is how we do a great night out.

 [bristolnights.co.uk/bristolrules](https://bristolnights.co.uk/bristolrules)

## HARM REDUCTION

Bristol City Centre BID supported Bristol Nights with a city-wide Harm Reduction Campaign, which encourages a safety-first approach towards drug and alcohol use in Bristol. Harm reduction is described as a human-centred approach, focusing on providing judgement-free solutions to lower the risks of behaviours surrounding drugs and alcohol whilst supporting people to access support and accurate advice.

## STUDENT SAFETY

Every September we join forces with Bristol City Council, Avon and Somerset Police, Bristol University, University of The West of England and Bristol Nights to help keep students safe in our city. We also make sure that Bristol's venues are equipped with both the tools and the resources to help ensure that students and our wider community can have both a fun and safe night out.

This year we reused a series of videos on our social channels, providing information on drug and alcohol harm reduction, drink spiking, looking out for your friends, water safety and harassment prevention. The films also discuss how to reduce burglaries in student housing, as well as how to take care of yourself and others while out and about in the city.

We featured in the Bristol 247 Student Guide to promote Bristol Rules and provide students with a low down on where to shop, eat, and have a good night out. We also gave away 100 Love Bristol Gift Cards in this, which can be spent at over 160 shops and venues across the city.

## VIOLENCE AGAINST WOMEN AND GIRLS (VAWG)

Violence Against Women and Girls is a reflection of unequal power relations between women and men, both in society and at work. We have been working with **Avon and Somerset Police**, alongside over 120 representatives from a wide range of backgrounds and organisations to make a commitment to eliminating VAWG across Avon and Somerset and beyond. On Friday 6 May 2023, **Enough: Be Part of the Change** VAWG Summit was led by a Steering Group comprising local MPs, representatives from local authorities, Avon and Somerset Police, the CPS and other key influencers. Our Senior Project Manager continues to lead on the Safety of Women at work group.

## BRISTOL AFTER DARK

We sponsored a special feature in the Visitor Guide 23 on the city's nighttime economy. A two-page spread showcased our city's vibrant nightlife, giving residents and visitors an insight into the soul of Bristol when it comes alive after dark.

## BCRP SAFETY CONFERENCE

We were invited to present at the University of London at a BCRP conference on safety and partnerships highlighting best practice. The agenda was packed with valuable discussions on the contributions BCRPs make to our local communities and businesses.

## TACKLING VULNERABILITY

We've coordinated Anti-Social Behaviour (ASB) week activity, counter terrorism training and night-time emergency first aid.

### ASB WEEK

- In October we worked closely with Avon and Somerset Police and the Street Intervention Service in the Council to support an anti-social behaviour week focussing on supporting businesses with issues they may be facing.

### COUNTER TERRORISM TRAINING

- Coordinating with Avon and Somerset Constabulary we hosted several counter terrorism training sessions in the anticipation of Martyn's Law.

### FIRST AID TRAINING FOR THE NIGHTTIME ECONOMY

- Following requests from nighttime economy (NTE) businesses, we put on two first aid training courses that were specifically designed for the nighttime economy. The training covered the usual First-Aid at Work syllabus but also covered what to do in a drug or alcohol-related emergency.
- We had 20 people from various nighttime businesses attend this training and it was exceedingly well received. Many of these people praised the opportunity to receive the specific training on alcohol and drug-related incidents, which wouldn't be covered in a standard first aid course.
- Due to the popularity of these courses we will look to deliver more in the Autumn/Winter.

## STREET PASTORS

The Street Pastors celebrated their 10-year anniversary of working in Bristol this year. We support their patrols of the city centre on Saturday nights offering a friendly presence to those enjoying a night out. They hand out water bottles and flip flops, help those who may have drunk too much get home safely or report issues over the Bristol City Centre Radio Scheme.

## CHALLENGING NEGATIVE PERCEPTIONS

### DRINK SPIKING

Venues are regularly provided with Drink Testing kits, venue guides and posters to raise awareness and support for issues related to drink spiking. The initiative was created in partnership with Bristol Nights, Bristol City Council and Avon and Somerset Police. Focus on this campaign is made over Freshers Week, Christmas and the Summer as these are often busy periods in the nighttime economy.

To date, over 180 venues have been provided with kits and the associated training.

### SAFER BUSINESS ACTION DAY (SABA)

We teamed up with the National Business Crime Centre, based in the Midlands and run by Superintendent Patrick Holdaway, Avon and Somerset police, the BIDs and the Council to run a Safer Business Action Day. The purpose of this was to run a coordinated action day to tackle prolific offenders. The results were as follows:

- Three people were arrested for breaching their Community Protection Notice. All three have been charged and remanded into custody.
- One person was arrested and charged for burglary. They have also been remanded into custody.
- Three people were given Community Protection Warnings, which are issued to stop people from committing antisocial behaviour in an area.
- A community resolution was agreed after one person was caught for shop theft.
- One person was referred to the street intervention service.
- One person was given words of advice relating to begging.

## 4. SUPPORTING

Acting as a single point of contact to represent levy payers, leverage investment, influence strategy and support the business community.

### REPRESENT YOUR VOICE

Our dedicated Business Liaison Manager focuses on engaging with businesses to understand the needs and challenges in our ever-changing business landscape. This includes coordinating collective responses to major city centre traffic schemes and working with businesses on pedestrianisation plans. Our main objective is to ensure businesses are fully informed and given the opportunity to respond and influence outcomes.

### PLACE SUPPORT PARTNERSHIP BUSINESS COST SAVINGS

In partnership with Redcliffe & Temple BID, we have engaged BID industry experts, Place Support Partnership, to work with levy payers to identify and realise cost savings when considering new contracts and choosing suppliers. They can also support to navigate the current cost of living crisis and achieve the best value on services including electricity, gas, water and telecoms.

The service started in October 2022, and has so far identified nearly £110,000 of savings in the Bristol City Centre BID area, following meetings with 43 businesses. We encourage any business who has not yet had the opportunity to review this service to contact us at [support@bristolcitycentrebid.co.uk](mailto:support@bristolcitycentrebid.co.uk) to find out how your business could save money on operating costs.



### SUPPORT TALENT AND SKILLS IN THE CITY

We sponsored this year's Bristol Harbour Festival to enhance the involvement of dBs Institute and Access Creative College. Paid festival work opportunities were created and students were able to get involved in roles from artist liaison and stage management to social and event management.

### INFORM DECISION MAKING THROUGH DATA INTELLIGENCE

Our weekly footfall data ([now live on our website](#)) and quarterly visa spend enables businesses to analyse customer base and refine marketing campaigns.

### STRATEGIC PLANNING

We ensure that the views and requirements of businesses are heard by representing them at strategic planning meetings. We facilitate and make representation at many city-wide boards including (but not limited to): Bristol Nights, City Centre High Streets Recovery, Place Management, Water Safety and Bristol Harbourside Forum.

## SUPPORT TEAMS AND PEOPLE

### ONLINE LEARNING PLATFORM

In January 2023, we launched our Free Training Hub, in partnership with SeedL, providing employees from our businesses access to over 200 online courses. The courses available cover a wide range of topics including mental wellbeing, project management, customer service and Office 365.

We are seeing steady month on month usage with 370 hours of training being recorded so far.



### LOVE OUR LEVY PAYERS

Our free Love Our Levy Payer events continue to be extremely popular; the business community love the opportunity to take a break from their desk during their lunch break or join us for an activity after work. The aim is to help professionals from across the BID area to connect with each other and try something new with a focus on mental, physical and environmental wellness and wellbeing. New for this year, we launched backstage and building tours in partnerships with levy payers and cultural partners based in Bristol City Centre, which are extremely popular.

Over the past year we have had over 700 people register to attend our events. Our most popular events are the 30-minute yoga sessions. We hold two of these sessions per month, during summer these are outside in Queen Square or Castle Park and during the winter we hold these at various venues around the city centre.

Free events within our programme have included:

- Yoga
- Backstage and Building Tours
- Themed Walking Tours
- Mindfulness Photography
- Photography Walks
- Life Drawing
- Pilates
- Gardening



### DR BIKE

The Dr Bike service continues to be a huge success and a vital way to engage with employees of our levy paying businesses.

Over 180 bikes have been serviced in this last BID year and in our latest survey, 98% of those would recommend the service to their colleagues.

We run sessions on the third Tuesday of every month at Bristol Beacon. We have also provided additional days at various office buildings around the city centre BID area, such as The Programme Building, Castlemead and Spectrum Building.

## SPONSORSHIP FUND

### EUROVISION WATCH PARTY

St George's Bristol hosted a Eurovision Final Watch Party on the 13 May which we supported. 150 fans attended the event and experienced the spectacular musical extravaganza of Eurovision on the large screens in the beautiful bar area.

### PARTY ON THE GREEN

We supported Bristol Cathedral to bring Party on the Green, a day of live music and festivities to the cathedral and College Green in June which saw 2,350 visitors.

### LEVERAGE INVESTMENT

Our activity engages the interests of city-wide partners and colleagues who often support our projects to further amplify our activity. This includes our colleagues at Redcliffe & Temple BID, who we often work in partnership with to maximise impact and increase support for businesses. In addition to the £155,000 of external funding, our partnerships have match funded in the region of £100,000 in the last financial year.



# PLANS FOR 2024

Our plans for Christmas 2024 include new and additional Christmas lighting schemes. Our intention is to continue investing in Christmas lighting annually over this next 5-year BID term. We want to create an offering that will attract visitors and improve the festive welcome. We have partnered with Visit Bristol on this year's Christmas Campaign putting the city centre at the forefront of this year's creative and activity.

January 2024 will see the launch of a new partnership with Bristol Green Capital that will aim to accelerate the progress of organisations in the area towards carbon neutrality in their own operations, contributing to the city's overall ambition to be carbon neutral and climate resilient by 2030.

It will:

- Convene office-based organisations in the Bristol City Centre BID area to better understand their ambitions and challenges related to climate and support them with information and tools, whatever their starting point (i.e. from those that have not yet developed a climate action plan to those that have stated ambitions to be carbon neutral by 2030) in order to enable them to take climate action.
- Build on learning and momentum of existing Climate Leaders based within the area: Bristol Beacon, Watershed, Bristol Old Vic, We The Curious, NHS Trust and University of Bristol.
- Promote best practice, case studies and celebrate successes, in order to acknowledge the efforts organisations are making and showcase the trajectory of the city to inspire others to act.

Please get in touch with us if you would like to engage with this new programme.

We have been supporting Bristol City Council with their greening infrastructure projects for both the Old City and Park Street and Queens Road. The projects will see new greening initiatives across the areas including living walls, new trees, seating and bike parking. We will be engaging businesses in the new year on the proposals and hope to see the projects come to life in spring next year.

The summer of 2024 will see the launch of our new partnership with Bristol Harbour Festival. We will be playing an active role in the festival's development and its engagement with businesses to ensure that it supports the local economy and is a true celebration of the city.

We will be re-launching our BCRP following its accreditation. We will be reconvening its Advisory Board to bring together city-wide partners collaborating and implementing initiatives to reduce the impact and instances of crime in the city centre. Accreditation recognises good practice and professionalism, ensuring we are functioning in an ethical manner and within the law. It allows us to enhance the level of partnership working locally as well as recognising our best practice, professionalism and ensuring we are GDPR compliant.

We will be developing a strategy to compliment the new Destination Management Plan from Visit West. Focusing on bringing to life the recommendations and delivering projects to revitalise the city centre. We have begun this work with a new public art commission project coordinated with Bristol City Council's greening and infrastructure project.





# FINANCE

## INCOME AND EXPENDITURE 2022/2023

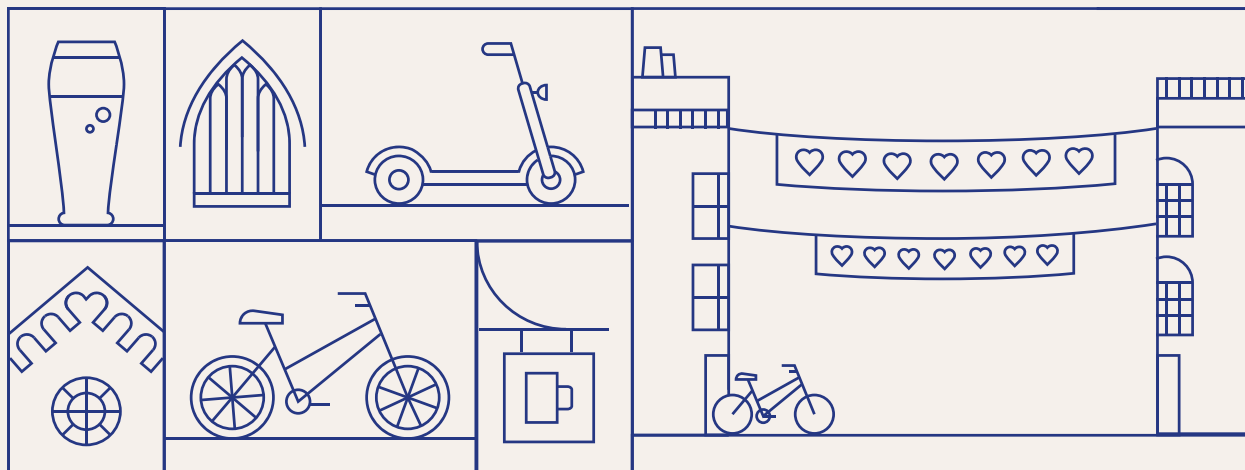
2022/2023 BRISTOL CITY CENTRE BID INCOME		£
BID Levy 22-23		1,002,670
Other income		155,191
Carry forward 21-22		294,513
<b>TOTAL INCOME</b>		<b>1,452,374</b>

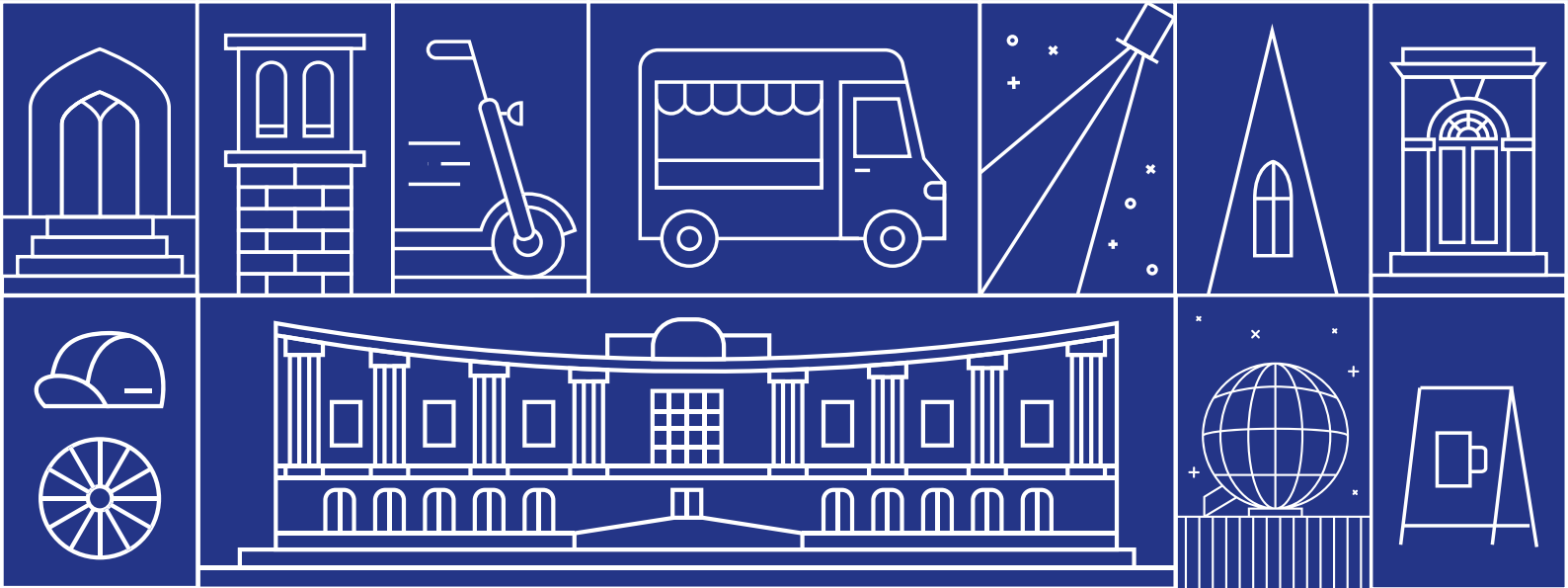
2022/2023 BRISTOL CITY CENTRE BID EXPENDITURE		£
Enhancing		538,482
Promoting		275,090
Protecting		187,303
Supporting		108,941
Management and overheads		183,834
Contingency and carry forward 22-23		158,724
<b>TOTAL EXPENDITURE</b>		<b>£1,452,374</b>

\*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





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### FOLLOW US



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