



# PERFORMANCE REPORT

OCTOBER – DECEMBER 2023  
QUARTER 4

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# ENHANCING

DELIVERING A BETTER BRISTOL FOR ALL

## Cleansing

- **October:** This month the team focused their deep cleans on The Harbourside, around The Cathedral and around Broad Quay on top of their routine rounds.
- **November:** November saw a busy month for graffiti removal, the team responded to many levy payer requests including The Harbour Hotel, Mackenzies and many others.
- **December:** In the lead up to the festive period the team worked particularly hard to ensure that the streets remained clean during the party season. There was particular attention paid to Baldwin Street, the Old City, Park Street and Queens Road.

## 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. If your building does become targeted, please remember also to report this as criminal damage to the Police, [here.](#)

- **October:** 94 items of graffiti were removed
- **November:** 108 items of graffiti were removed
- **December:** 160 items of graffiti were removed



## Monthly Figures for Q4

- **October:** £1,234
- **November:** £1,670
- **December:** £20,946

Total raised for quarter 4: £23,850

Total grants for quarter 4: £10,000



# RSM

RSM became the first company to nominate TAP for Bristol as their workplace charity from April – October 2023.

During the 6-month period, we held a Lunch and Learn session which was also attended by Caring in Bristol and 1625ip (previous charity recipients).

The fundraising was part of a national competition which saw all RSM branches choosing their own charity and competing to raise the most money.

The Bristol branch came in 6th place having raised £13,418 which was then topped up by the company to £19,418 in line with the competition offer.

Formal handover of the funds took place in December and a press release was broadcast to highlight this.





We continue to meet with Bristol City Council (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** – Initial designs have been drawn up with regard to proposed infrastructure changes (BCC) and additional greening along the length of the street (LDA) and these are now being considered by BCC. The Public Art project is still being worked on by the designers with the addition of stories provided by the general public about their memories of King St. LDA have supplied revised plans following feedback from the original draft.
- **Old City** – Draft proposal has been received from LDA in response to the brief provided by BCC and this is currently being reviewed and revised.
- **Park Street** – BCC are engaging with Park St based architects BDP re opportunities for adding additional seating on Park Street. A green wall for Nuffield/Cosmo will be installed in March.



### Brandon Hill

In November we delivered two sessions to enhance the Wildflower Meadow on Brandon Hill with volunteers from local offices, St Mungo's Gardening Group and local residents, to help to deliver the work.

The sessions were led by the team at Avon Wildlife Trust who are experts in designing and managing wildflower meadows.

A grant of £2,375 from WECA's Pollinator Fund has helped pay for this work.

### Old City

Following feedback from the BID, barriers have been installed in the Old City to prevent prohibited driving/parking.

A round of maintenance of the Old City Planters was completed in November with bulbs added to bring colour in Spring.



## Sustainability Projects

In Q4 we confirmed two new projects to start in February 2024; our partnership with Bristol Green Capital Partnership and our Cargo Bike Subsidy Project.

Our partnership with BGCP will launch on 2<sup>nd</sup> February (following the announcement of their new name and brand) with a launch event on 20<sup>th</sup> March (12pm-2pm) at JLL – please save the date!

Our Cargo Bike project will offer advice and a small subsidy to businesses that switch to receive their deliveries by cargo bike, helping to improve air quality and road safety in the city.

## Consultations

We have submitted a response to the Local Plan on behalf of the three Visit West BIDs.

The document sets out expectations for planning and development for the next 15 years.

We have also responded to the Parks and Green Spaces Strategy and will respond to the Harbour Placemaking Strategy.





## Festival Lights

Additional budget was allocated to invest in the city centre festive lights annually for the next BID term.

A new scheme was purchased for Corn Street (see image) and winter lights were added to several trees across the centre. Both were received positively.

We experienced a number of issues due to mains power connections tripping (some of these issues were also due to significant rain fall). We will therefore be following up with BCC in due course and ahead of any future developments to ensure the infrastructure is suitable/ functioning.



## Bristol Light Festival

Between October and December, we announced several artworks for the Bristol Light Festival, which engaged local and national media.

We worked with businesses to collate offers on accommodation, food and drinks and events to form our 'light programme'.

We generated an additional £229,000 of partnership income to support the delivery of the festival.

We secured a collaboration with the BCC NHU to produce WildLight the artwork location on Castle bridge.

*\*full festival report will be available in Q1 board meeting.*



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# PROMOTING

DELIVERING A BETTER BRISTOL FOR ALL

## Merry Bristmas Campaign

In December, we partnered with Visit Bristol for their Merry Bristmas Campaign, championing that 'Everyone's welcome to our place this Christmas'.

This featured our Love Bristol Gift Card alongside other festive offerings including the Christmas Market and retail.

### Visit Bristol Website Views

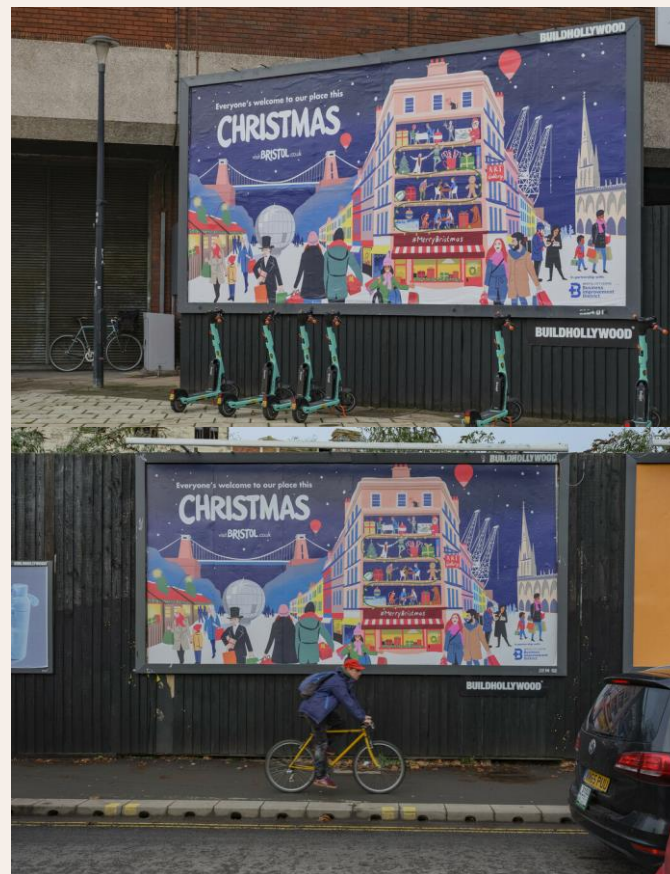
- 28,531 page views to specific Christmas content
- 32,180 views to Christmas hub

### Advertising

- Google Ads - 89,300 clicks, 1.01 million impressions, average CPC of 30p
- Meta Ads – 8,946 landing page views, 162,000 reach, CPC of 17p
- Billboard - total opportunities to see - 456,560
- GWR posters – displayed in 10 locations during November and December

### Love Bristol Gift Card sales

- Total sales of £13,570 worth of gift cards in December – a 63% increase on December 2022





## Sales

Since the start of October, we have sold:

- £15,285 worth of physical gift cards
- £4,805 worth of digital gift cards

Since launching in June 2022, we have sold £86,865 worth of Love Bristol Gift Cards:

- £15,285 worth of physical gift cards
- £4,805 worth of digital gift cards

## Redemptions

Since the start of October, gift card owners have spent £8,672.09:

- £7,302.28 on physical gift cards
- £1,369.81 on digital gift cards

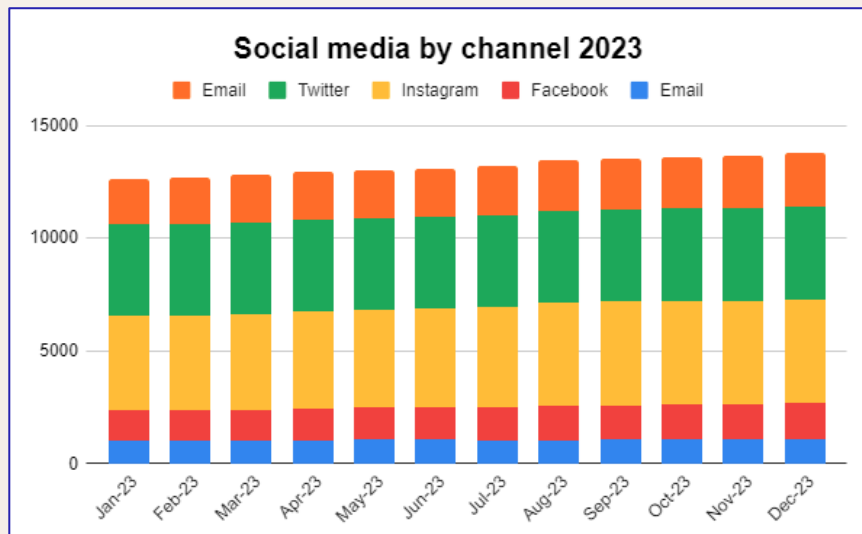
If you're not yet signed up to accept the card you can do so [here](#), or by contacting Izzy to run a test transaction for you in person.



LinkedIn has been our highest growing channel this quarter with an 7.21% increase, followed by Facebook with a 4.74% increase.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates of between 24-26%. The best open rate was received for our November End Of Month Newsletter which highlighted our Annual BID Review, our TAP for Bristol Anniversary and more. Our November Events Newsletter received the highest unique CTR of 4.52%.

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



We have seen a 35% increase in total traffic in Q4 2023 vs Q4 2022, from 6,445 to 8,705.

Total page views reached 19,936 with most viewed pages including Wildflower Meadow Creation, TAP for Bristol and Love Bristol Gift Card.

December received the highest traffic in Q4 2023, with 2,160 direct traffic.

BRISTOL CITY CENTRE  
Business Improvement District

SEARCH





# BRISTOL LIGHT FESTIVAL 2024 2ND ANNOUNCEMENT

Three new-to-Bristol installations announced, alongside the return of festival favourite

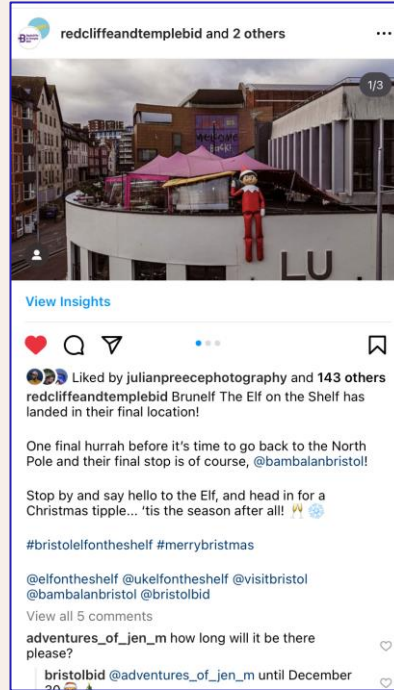
[READ MORE](#) 

WEBSITE

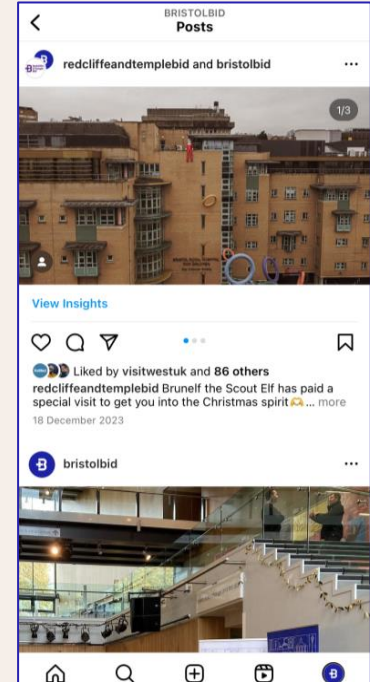
# MOST LIKED POSTS



Likes: 185  
Reach: 1,206  
Engagements: 413



Likes: 144  
Reach: 3,968  
Engagements: 152



Likes: 87  
Reach: 1,398  
Engagements: 87



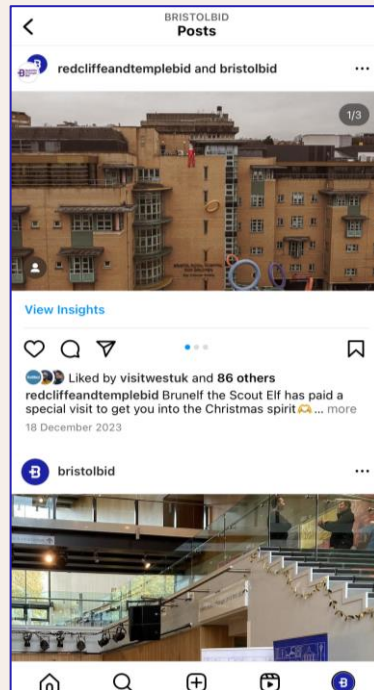
# MOST VIEWED ORGANIC POSTS



**Likes: 144**

**Reach: 4,097**

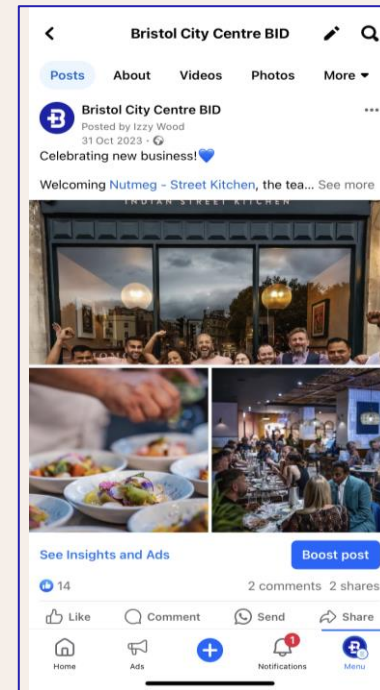
**Impressions: 4,678**



**Likes: 87**

**Reach: 1,364**

**Impressions: 1,763**



**Likes: 14**

**Reach: 1,364**

**Impressions: 1,485**

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# PROTECTING

DELIVERING A BETTER BRISTOL FOR ALL

During this quarter, the SIS has noticed an increase in anti-social behaviour street drinking and nuisance rough sleeping in doorways of businesses and public drug use.

We have aided tackling these situations by offering support through partner agencies, along with enforcement procedures by issuing CPW's and CPN's and leading onto CBO's or Civil Injunctions if required.

We increased patrols and working with partner agencies. 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 – 222
- Verbal Warnings – 31
- Referrals for Substance Misuse Support – 127
- Criminal Behavioural Order – 4
- Referrals for Health Support – 20
- Civil Injunctions – 3
- Referral for Financial Support – 25
- Community Protection Notice – 6
- Community Protection Warning – 15



### **Dedicated PCSO – Nat Naylor**

Nat has made 125 engagements with 58 individual businesses.

He has been working closely with the Head of Projects, Street Intervention Service and the wider beat team to tackle the issues on the harbourside and Lloyds Amphitheatre. He has also been involved in tackling the reselling of alcohol that has been stolen from city centre shops and being sold on.

Nat has supported numerous retailers over the Christmas period when a prolific offender was released from prison; with robust partnership working with the retailers, we were able to apprehend the offender.

Nat continues to patrol the city centre and engaging with numerous businesses and offering his support.





- Accreditation is now at its final stages and should be achieved in the next month or so.
- We have created a safety poster that can be put up in staff rooms or behind the desk of reception for businesses. This contains information on our dedicated PCSO and Streetwise Officer and has QR codes so individuals can report issues with ease. These have been very well received by all businesses.
- In October, our Head of Projects and Project Manager attended the National Association of Business Crime Partnerships Conference. This was an opportunity to meet other crime reduction partnerships and find out more about the work happening across the UK.

## 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 >](#)

### SWaN

In partnership with Bristol Nights, we have revised the content of the Women's Safety Charter and training and have rolled out further training to the night-time economy. There are sessions tailored specifically to the Women's Safety Champion within the business and for the night-life teams working front of house. During this quarter, four sessions were delivered with a further six planned for early 2024.

### First Aid

Following the popularity of the first aid training during the summer we put on a further two sessions in November, hosted by St Georges Bristol. A total of 19 people attended these sessions from 13 venues across the city centre. All attendees were awarded with a 'First Aid at Work' certificate and a 'Certificate of Continuing Professional Development in Drugs and Alcohol in the Night-Time Economy Awareness'.



### British BIDs Conference

In November our Head of Projects presented at the British BIDs conference on 'Partnership working to achieve results'. This showcased our work in Bristol to numerous BIDs and other organisations across the UK.

### Purple Flag

We have been working on the next Purple Flag Accreditation that is due at the end of January. We had a walk around the city centre for our pre-assessment and recorded any issues that arose. These will be tackled within Place Management in time for the in-person assessment.

### General Updates

We are supporting our businesses at Berkeley Square following the incident of attempted motorbike theft. We are working with the University and Design out Crime team at A&S police to enhance the area in the coming year.

Castlemead were experiencing high volumes of ASB at their premises for several weeks. We have been working closely with A&S police neighbourhood team, A&S design out crime team and the SIS to minimise these issues and ensure the area is safe and more welcoming.



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# SUPPORTING

DELIVERING A BETTER BRISTOL FOR ALL

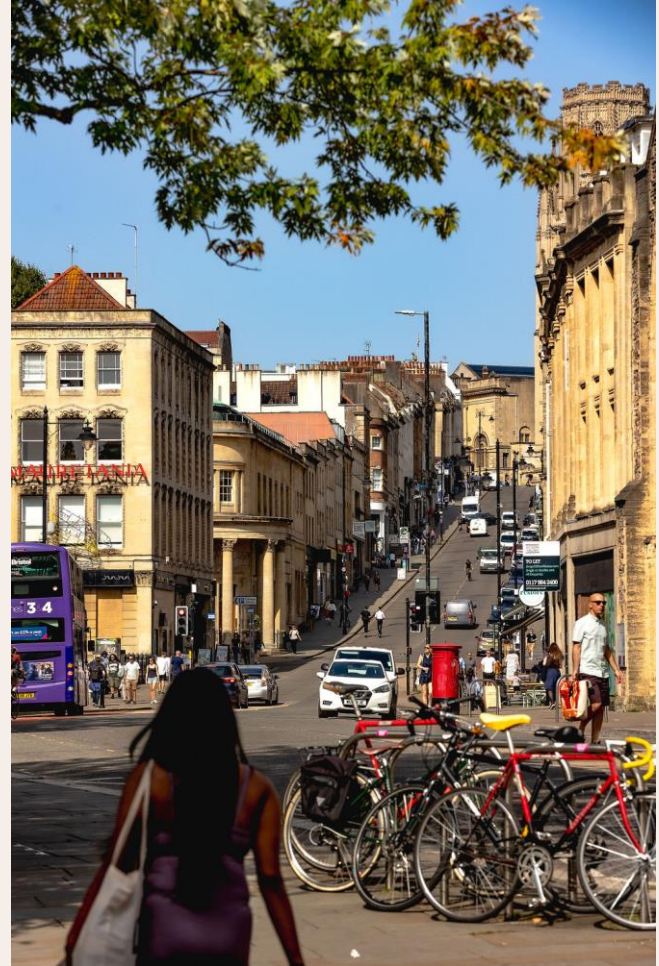


**Year on year, Oct 2023 - Dec 2023 saw:**

- A 8 % increase of spend in merchants in BS1, BS2, BS8
- A 91% decrease in footfall at Victoria Street
- A 20% increase in footfall at Park Street

\*full report available on request

(currently querying a number of discrepancies in the footfall data) then the report will be put live on our website.



Our annual review took place on the 29<sup>th</sup> November at the Foundation by Triodos Bank.

We updated the attendees on our achievements over the last twelve months, as well as our plans for the future, and work in progress projects for the area.

We had over 50 attendees from local businesses with lots of positive comments and interest in our work.



- Continuing work with King Street Collective and BCC to agree infrastructure requirements for the street.
- Meeting with new businesses to the BID area to explain BID benefits and promoting all relevant projects
- Ensuring all business within the Old City are aware of new barrier operations on Broad Street and St. Stephens Street.
- Liaising with BCC to allow for business requirements in the Old City to be met, with regard to proposed infrastructure and greening proposals.




## Quarter 4 2023

The main success of Q4 is a Bristol business who had an identified saving of over £130k. The relevant business is still considering these proposals.



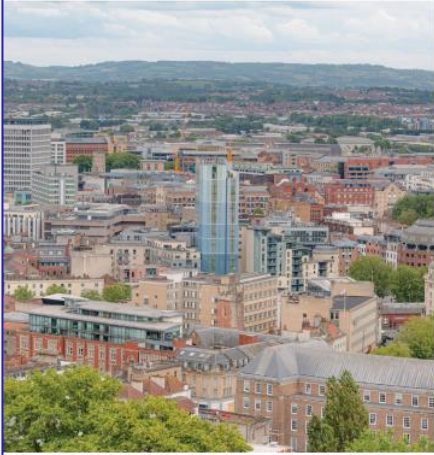
## Overall totals

- Total assisted saving realised: £27,988
- Total cost savings identified: £249,791 (incl. future savings at existing contract term end)




BRISTOL CITY CENTRE  
Business  
Improvement  
District

## 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



This winter we continued hosting our yoga sessions at a different unique venue. We brought our yoga sessions to the Thekla, Harbour Hotel, Folkhouse, 6 O'Clock gin boat and Watershed.

We also worked together with our cultural venues within the BID and organised fascinating and exclusive tours of their buildings and estates.

In this quarter we had a total of 108 people take part in our lunch time events.

- **October:** Yoga x 2, Bristol Old Vic behind the scenes tour, Haunted Bristol walking tour
- **November:** Yoga x 2, Hard hat tour of the courts, Wills Memorial Tower Tour
- **December:** Disco Yoga and Christmas Lights Photography Walk





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 Q4.



We have worked with Bristol Climate and Nature Partnership (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



This quarter 156 training events were attended across the 3 BIDs, with the top courses being 20-minute Micro-Learning, Communication Skills, Leadership Essentials, Excel and Protecting your wellbeing.

During November we ran an incentive to boost engagement, any person who completed a course would be entered into a draw to win a Love Bristol Gift Card. This demonstrated an increase in use from October to November.

Total learning hours: 130

**Top business users:**

- Bristol and Western Hospital Charity
- The Assemblies
- St Georges Bristol



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# **BID FINANCE**

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

Finance Table	23/24 Actual	23/24 Prospectus Budget
	Nov23 - Oct24	
Income		
Levy at 1.5% (Forecast spend)	1,023,381	929,742
Other Income	30,780	60,000
Total	1,052,226	1,015,700
Expenditure		
Enhancing	539,527	353,560
Promoting	293,155	224,000
Protecting	150,193	135,000
Supporting	94,169	86,586
Levy Collection	-	13,414
Management and overheads	180,315	182,826
Contingency	20,203	20,314
Total	1,277,562	1,015,700
Underspend/(Overspend) current year	-225,336	0
Underspend b/fwd previous years	294,513	
Total underspend/(overspend)	69,177	

\*Expenditure based on 23-24 levy collection of 95% (£929,742 of (£1,023,381 billed)

-23-24 collection £608,801.78 60.8% as of late January.

Late collections:

-2017-2022 £13,271.50

-2022-2023 £27,276.84

-22-23 £52,096.35 contingency return

Total £660,898.13

\*\*Carry forward 22-23 includes ongoing place marketing projects, safety of women at night initiative to be delivered by December 2023 Plus: Late cleansing invoices, Christmas activity including festive lighting, and partnership founding for Bristol Light Festival.



