



# PERFORMANCE REPORT

JANUARY - MARCH 2024  
QUARTER 1

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**ENHANCING**

**DELIVERING A BETTER BRISTOL FOR ALL**

# CLEANSING

- **January:** This month the team worked hard in the Old City, focusing on Clare Street, Wine Street and St Stephen's Avenue. They also conducted dedicated washdowns for the Harbourside businesses
- **February:** During February, the team worked to ensure the city centre was kept clean for the increase in visitors during Bristol Light Festival. They also carried out focused cleans for some of the city centre's large hotels.
- **March:** The team were incredibly busy responding to business requests for cleansing issues related to ASB caused by the street community. We worked closely with the Street Intervention Service and the police to resolve these issues quickly and efficiently.



## GRAFFITI REMOVAL

We've seen an increase in graffiti tagging across the city this quarter. The team have worked hard to remove tags on requests from businesses as quickly as possible. It serves as a reminder that if your building does become targeted, please remember to also report this as criminal damage to the police. This will support the police in targeting offenders across the city.

Please report online at [www.avonandsomerset.police.uk/report/illegal-graffiti/](http://www.avonandsomerset.police.uk/report/illegal-graffiti/)

- **January:** 130 items of graffiti were removed
- **February:** 155 items of graffiti were removed
- **March:** 210 items of graffiti were removed



## 5 YEAR CLEANSING ANNIVERSARY

- In February, the Bristol City Centre BID cleansing team celebrated 5 years of additional street cleansing.
- In that period they have cleaned over 17,000 miles across the city centre, and have removed over 6,000 individual graffiti tags.
- They've delivered 21,275 hours of additional cleansing to the streets of Bristol.

The team has built up some wonderful relationships with business owners and staff over the years and we are so grateful for their hard work. It certainly does not go unnoticed.



## GREENING & PUBLIC ART

We continue to work 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** - New Legislation around pavement licences will now impact businesses where formal guidance regarding this has been requested from BCC. Once this has been received, it will be presented to the businesses alongside detail of the infrastructure timelines.

Current timelines for the commencement of infrastructure works are yet to be confirmed, but the request is for King St to be the starting point of all works in the city centre and would therefore give a starting date of 20th May. LDA and the design team are working together but owing to the current limited resource at BCC, it is unlikely that the public art will be ready for installation prior to August.



- **Old City** - Priority areas in the Old City have been identified as Clare Street and Marsh Street, where LDA are currently working on plans for these areas. Proposals to relocate a business' outdoor seating along St Stephens Street were vetoed as these would adversely impact the business concerned. A potential green wall site has been identified at the bottom of Clare Street and BCC is approaching the building owner regarding this.

The barriers which have been installed in the Old City to prevent prohibited driving/parking have been damaged and we continue to liaise with businesses about challenges in the Old City.

We are currently seeking a gardener role to support regularly on the upkeep of planters across the city centre.

- **Park Street** - Unfortunately, the green wall for Nuffield/Cosmo was rejected by the landlord – we will revisit this another time. Benches and planters for Park Street and Queens Road are going through BCC quality assurance processes. There are concerns that these will narrow the pavement but unfortunately no additional space is available for the infrastructure – i.e. by removing some car parking.



# GREENING

## Brandon Hill

We expect to see our meadow coming to life in May and June and hope that locals, visitors and workers enjoy the improvements.

We will assess the impact throughout the summer with a view to hosting another session in October.

## Berkeley Square

We have been approached by Origin Workspace who are keen for us to make improvements to the square - we have been liaising with University of Bristol who have now taken on 'Assumed Liability' having maintained the square for many years (it is not owned by anyone!). We will work with the UoB to develop ideas.





## BRISTOL CARGO BIKES FOR BUSINESS

Launched in February, this project aims to switch deliveries from van to cargo bike to improve air quality and reduce road danger within the city centre (joint project with Redcliffe & Temple BID).

The project offers free consultancy and a small subsidy to businesses that switch to receive or deliver goods by cargo bike.

Please get in touch if you are interested. We are keen to promote those first switches and champion your business! All we need is a conversation about what your business gets delivered and we can then work out what can be switched.

Month one has involved a lot of fact finding by our consultant, MP Smarter Travel and some key targets have been identified including food and beverage suppliers e.g. Fruition, Kate's Kitchen and A David along with Baxter Storey who run several catering units.

We are preparing a paper for BCC to ask for further funding to be made available for couriers to purchase cargo bikes.



# BRISTOL CLIMATE & NATURE PARTNERSHIP

On 20th March we launched our partnership with Bristol Climate & Nature Partnership with an event at JLL. This was attended by 45 businesses from within Bristol city centre.

This project will see events and resources developed for city centre businesses to support them with their climate challenges and planning.

In 2024, our partnership will focus on engaging with our office-based levy payers, although all events and resources are free and available for any business to attend and use.

Engagement Officer Bex Shreeve has already met with nine businesses with a further six arranged. Please do get in touch to share your thoughts on how we can support your business.

The next event takes place on 24<sup>th</sup> April at Triodos. Learn more at: [Climate Action Breakfast - How to create a climate action plan](#)



# BRISTOL LIGHT FESTIVAL 2024 - SUMMARY

Bristol Light Festival made its return from 2 – 11 February 2024, with ten playful, immersive, and colourful artworks illuminating the city.

The festival attracted a total of 275,000 visitors to the city centre to explore the city through light, shopping, eating and drinking along the way. This is a 10% increase on the number of visitors to the 2023 festival, despite having two adverse weather days where footfall was significantly decreased.

A total of £10.4m spend was associated with all those visiting the festival with a total of £8.7m of the spend estimated to be additional, occurring as a direct result of the festival taking place.

\* Economic benefit was seen across all business sectors with the number of visitors staying overnight in the city for the festival increasing from 2023, resulting in a 100% spend increase from 2023 bringing £1,593,380 to the industry. Spend in the city was £26.20 per person (up 11% from £23.51 in 2023 ). With return on investment calculated at £25.77, for every pound spent on the event, 25 times that amount was generated for the local economy.



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.

Fringe Events: 15 x Fringe events across BIDS, including:

- BBC Studios Filming Nature's Wild Lights event for 80 participants
- Free Photo Walk for both BIDS for 13 participants (despite torrential rain)
- Paid walking tours for 76 participants

We also collated 15 promotions with our business community including food & drink offers and hotel discounts

*\*full festival report available on request.*



## MARKETING ACHIEVEMENTS

- 36% increase in website users during the festival (from 50,655 to 68,690)
- 85,249 views of the website map page (up 36% YoY from 62,500)
- 648 downloads of the Guide.AI audio guide (up 37% YoY from 473), with a 5\* rating
- Instagram
  - 34.68% increase in Instagram followers
  - 882% increase in reach (33,949 in 2023 to 333,528 in 2024) due predominantly collab posts
  - 87% increase in tagged stories, (998 to 1,869)
- 49.5% increase in cross-channel social media impressions (923,322 to 1,380,619)
- 21.1% increase in cross-channel social media likes (16,362 to 19,817)
- 153% increase in impressions from Visit Bristol takeover (99,083 to 251,649) by doubling the number of posts
- **PR reached over 4.9 billion people**
- **Generated 222 pieces of media coverage**



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# PROMOTING

DELIVERING A BETTER BRISTOL FOR ALL

# MARKETING CAMPAIGNS

## Explore Bristol On Us

Between Monday 15 and Friday 19 January, more than 30 businesses in the centre of Bristol offered customers the opportunity to win a contribution toward their purchase with a Love Bristol Gift Card. Each business was provided with £200 to give out as prizes to lucky shoppers and diners, with participating venues including bars, restaurants, clothing shops and even hotels and hostels. This generated a PR reach of 36,200 and over 3,051 in impressions on our social channels.

## Mother's Day Campaign

For Mother's Day this year we promoted the sale of the gift card using the Miconex 'More than a Mum' campaign. We used paid ads on Facebook and had a featured article in a Bristol 24/7 newsletter, as well as our own organic social posts. Throughout February and March, this campaign helped to attribute over £5.6k worth of sales, a 16.7% increase on sales from March 2023 (£4.8k).



# MARKETING CAMPAIGNS

## Easter

This Easter, we focussed our support on cultural destinations with a [blog](#) and social campaign highlighting the various events going on around the city, including venues like Watershed, We The Curious, Bristol Beacon and St George's. We posted across all social channels with some boosted paid ads and achieved a collective reach of 15,434.





# LOVE BRISTOL GIFT CARD

176 business across the city are now signed up to accept the gift card.

## Q1 Sales

Since the start of January 2024, we have sold £19,225 worth of gift cards, a 120% increase year-on-year vs Q1 2023.

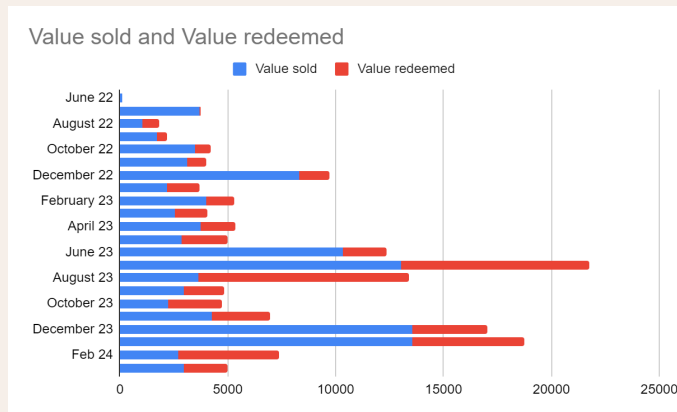
Since launching in June 2022, we have sold £106,090 worth of Love Bristol Gift Cards.

## Redemptions

Since the start of October, gift card owners have spent £11,903.07, a 173% increase year-on-year versus Q1 2023.

The graph on the right shows monthly sales and redemptions, with key selling times in the summer and Christmas, where we will focus our campaign spending.

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.



# WEBSITE & EMAIL

The graph top right shows website visitors MoM dating back to 2022. Q1 of 2024 experiencing a 43% increase in visits versus 2023, from 6,417 to 9,218.

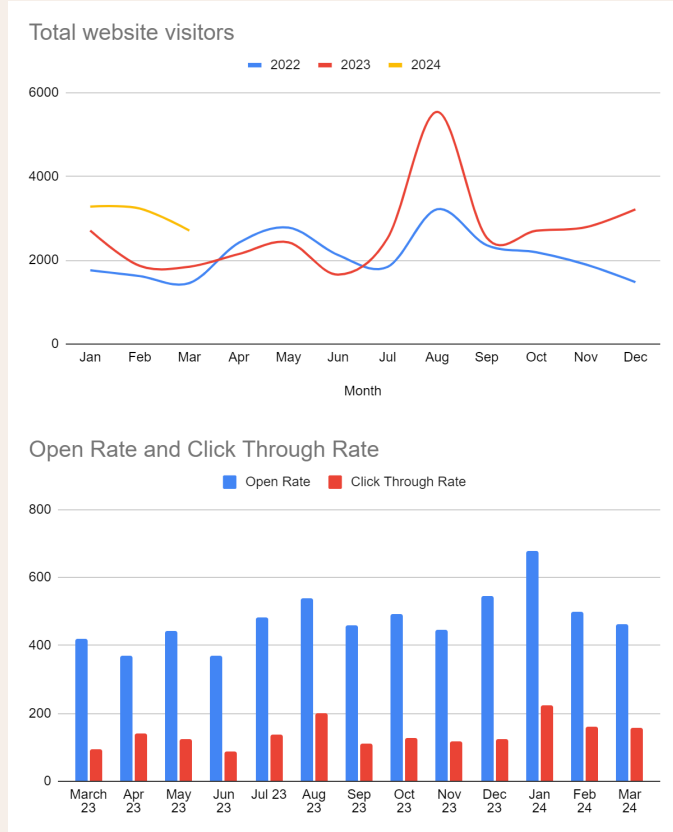
Total page views reached 26,222, a 31% increase on last quarter (19,936) with most viewed pages including Bristol Light Festival 2024, Dr Bike, Yoga and Bristol Cargo Bikes for Business.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates of between 24-29%.

The best open rate was received for our March events newsletter (29%) which highlighted Training for Nightlife Teams, Yoga and our Climate Action Programme launch.

Our January Newsletter received the highest unique CTR of 6.2% and highlighted Bristol Light Festival updates, Love Bristol Gift Card and Bristol Harbour Festival.

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

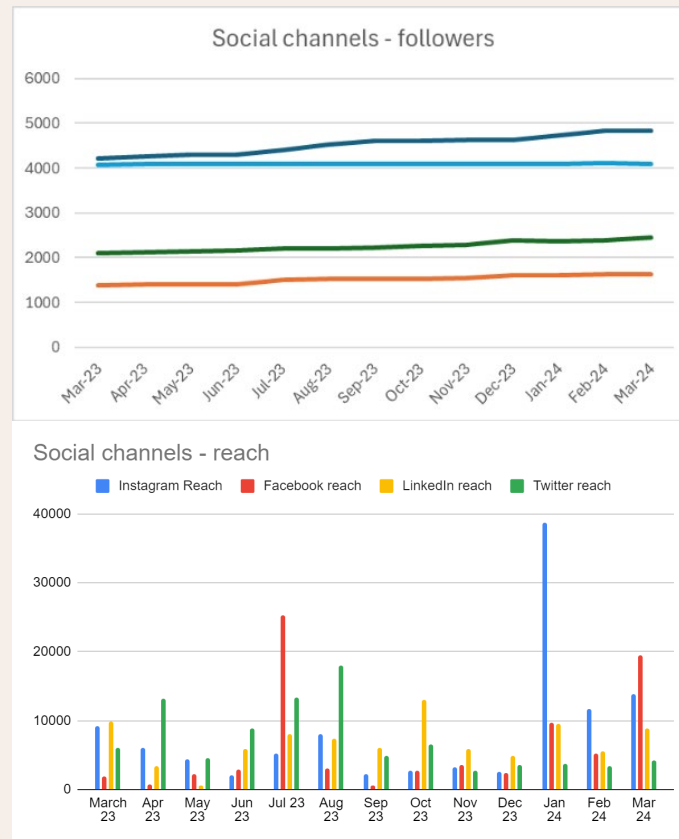


## SOCIAL MEDIA

We are continuing to grow our social media channels in Q1, with LinkedIn as our highest growing channel this quarter with a 3.5% increase from the previous quarter (up to 2,444 followers) followed by Instagram with a 2.3% increase (up to 4,842 followers).

Instagram achieved elevated levels of reach during January and February due to Bristol Light Festival. Much of this success was due to the use of collaborative posts during the period.

March also saw a spike in reach for Instagram and Facebook owing to work around International Women's Day, Mother's Day and Easter – we utilised the collaborative posts feature on Instagram here where possible as well.





**Likes:** 3,556  
**Reach:** 48.8k  
**Engagements:** 3,808



**Likes:** 1,821  
**Reach:** 35.3k  
**Engagements:** 1,953



**Likes:** 1,400  
**Reach:** 9.3k  
**Engagements:** 1,542



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# PROTECTING

DELIVERING A BETTER BRISTOL FOR ALL

## STREETWISE

During this quarter, the SIS has noticed an increase in anti-social behaviour street drinking, nuisance rough sleeping in doorways of businesses and public drug use, as well as an increase in tents in green spaces. We have gone through our procedures to help deal with these issues.

We have aided 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 – 205
- Verbal Warnings – 38
- Referrals for Substance Misuse Support – 157
- Criminal Behavioural Order – 2
- Referrals for Health Support – 20
- Civil Injunctions – 1
- Referral for Financial Support – 11
- Community Protection Notice – 9
- Community Protection Warning – 14



## DEDICATED PCSO

Nat has made 223 engagements with 34 individual businesses this quarter.

He has been very busy supporting businesses with their reporting, particularly retailers and office staff. Nat has also collected a large amount of CCTV as evidence for crimes that have taken place.

Nat continues to support our Head of Projects with resolving the issues at the Lloyds Amphitheatre. The Designing Out Crime team will be visiting to see whether the area can be protected in the interim of the new ownership.

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





# SAFETY PROJECTS

## Safety of Women at Night

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. We supported the delivery of 10 training sessions to those working in the night-time economy.

5 sessions were aimed at Women's Safety Champions and 5 sessions were aimed at front of house workers.

The BID's involvement in this project was wrapped up at the end of February.

## Be Streetwise

In March we held an event, which was attended by 22 representatives from levy payers, to advise on the processes to be followed for dealing with and reporting ASB. Alongside the BID, members from the Street Interventions Services team and the police were on hand to present and answer questions raised.



# TAP FOR BRISTOL

## Donation Point Monthly Figures for Q4

- **January:** £1,479
- **February:** £1,335
- **March:** £1,545

**JustGiving:** £854

**Direct Donation:** £100

Total raised for quarter 1: £5,313

Total grants for quarter 1: £11,000

New donation point currently on order to be installed at Novotel.



## GRANTS

Work on Caring in Bristol's new Z House continues. This hostel is to provide accommodation for up to 3 months for 16–25-year-olds at a city centre location. Grants to Caring in Bristol from TAP funds currently amount to £10,000 with a further £10,000 pending transfer.

Working with CIB, we are in the process of setting up a round-table discussion with current TAP host businesses, to increase promotion of these units and highlight the reasons behind their support for TAP.

A further £1,000 has been granted to CIB to support additional printing of The Caring Handbook which details support available for those homeless in the city centre.

Applications have been invited from Emaus and SLEEC\* charities, for the emergency funding allocation.

\*Survivors leading essential education & change



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**SUPPORTING**

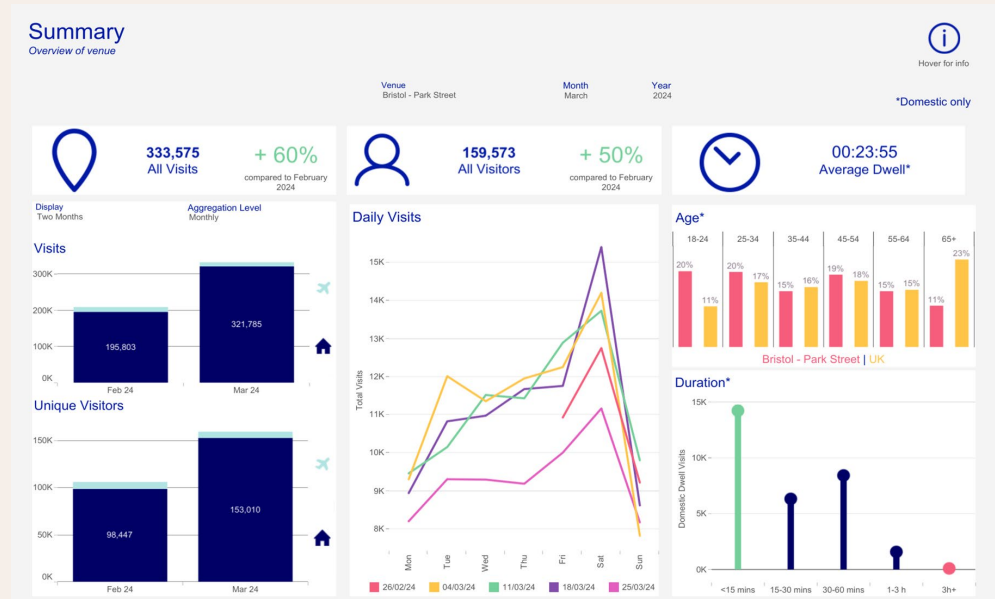
**DELIVERING A BETTER BRISTOL FOR ALL**

# O2/ VIRGIN MEDIA DATA AND INSIGHTS

Along with R&T BID, we have entered a new agreement with O2/VM to receive footfall, via 2 sensors on Park Street and Bristol Bridge and corresponding demographics, catchment and spend power via a data dashboard.

The footfall and insights graph on the BID website is currently being updated with historic footfall and new insights.

In addition, from Q1 we will be receiving new Visa spend data from Savills by postcode with comparisons with other locations and split by merchant category.



## BUSINESS LIAISON

- 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. Ongoing work to identify businesses which have yet to engage with the BID and secure introductory meetings, highlighting relevant initiatives.
- Ongoing discussions with BCC regarding residential waste issues along John Street and Bell Lane, highlighted by businesses local to the area.
- Maintaining communications between developers and businesses along Broad Street to ensure impact to local business operations are minimised as far as possible.
- Liaising with BCC to allow for business requirements in the Old City to be met, with regard to proposed infrastructure and greening proposals.
- Working with businesses and BCC on plans for infrastructure works around Denmark Street and Frogmore Street. Initial meetings have been held and a further meeting with all interested parties to be arranged for May.



## QUARTER 1 2024

The main success of Q1 is a Bristol business who has achieved savings of £24,953 following advice from PSP to sign new energy contracts.

Further work is ongoing on a business portfolio to identify savings across 5 outlets.

### Overall totals

- Total assisted saving realised: £52,941
- Total cost savings identified: £319,325 (incl. future savings at existing contract term end)

Rishi is next due in Bristol in May.

**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

**PSP** PLACE SUPPORT PARTNERSHIP

**Redcliffe & Temple  
BID**

**BRISTOL CITY CENTRE  
Business Improvement District**

## EVENTS

Heading into the new year, we continued hosting our yoga sessions at different unique venues across the city. We brought our yoga sessions to the Bristol Museum & Art Gallery, Harbour Hotel, Pryzm, 6 O'Clock Gin Glassboat and Watershed.

In this quieter quarter (owing to capacity being required for the Bristol Light Festival) we had a total of 64 people take part in our lunch time events.

- **January:** Yoga x 2
- **February:** Yoga x 2
- **March:** Yoga x 2

Coming up in April we have organised a plethora of wellbeing events across both BIDs for Stress Awareness Month, with 6 events booked for April.





## DR BIKE

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

In Q1 we held six Dr Bike sessions, our monthly session at Bristol Beacon and further sessions at Spectrum and The Programme.

These sessions have proved very popular and are fully booked well in advance.

68 bikes have been serviced during Q1.

Please get in touch if you would like Dr Bike at your business/building.



## SEEDL

This quarter 226 training events were attended across the 3 BIDs, with the top courses being 20-minute Micro-Learning, Business Essentials and Leadership.

### **Top business users:**

The Assemblies

St Georges Bristol

Bristol and Western Hospital Charity

Our Training Hub provider, SeedL, offer an upgrade to businesses who want to get more out of their training. Businesses can upgrade their package for £39 per month to access their own learning dashboard to track their staff's training, as well as a further curriculum of CPD accredited Health and Safety courses. The Health and Safety courses include Fire Warden Training, COSHH, Food Hygiene, Risk Assessment Training, First Aid, Safeguarding to name a few. If your business is interested in this, please contact Louisa for further information.



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# **BID FINANCE**

## BRISTOL CITY CENTRE BID BUDGET – Jan Actuals

Finance Table	23/24 Actual	23/24 Prospectus Budget
	Nov23 - Oct24	
<b>Income</b>		
Levy at 1.5%	1,062,751	955,700
Other Income	38,780	60,000
<b>Total</b>	<b>1,101,531</b>	<b>1,015,700</b>
<b>Expenditure</b>		
Enhancing	602,242	353,560
Promoting	273,071	224,000
Protecting	155,262	135,000
Supporting	89,272	86,586
Levy Collection	-	13,414
Management and overheads	150,444	182,826
Contingency	21,537	20,314
<b>Total</b>	<b>1,291,828</b>	<b>1,015,700</b>
<b>Underspend/(Overspend)</b>		
<b>current year</b>	<b>-190,297</b>	<b>0</b>
<b>Underspend b/fwd previous years</b>	<b>294,513</b>	
<b>Total underspend/(overspend)</b>	<b>104,216</b>	

\*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.  
**-Feb-Mar £301,305.93**

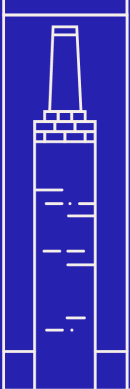
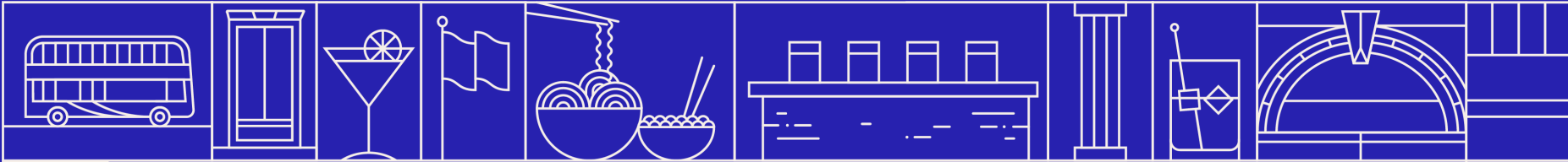
Late collections:

-2017-2022 £13,271.50

-2022-2023 £27,276.84

-22-23 £52,096.35 contingency return / £8,406.45

**Total £895,992.41 93.75%**



**THANK YOU**

