

PERFORMANCE REPORT

APRIL – JUNE 2024
QUARTER 2

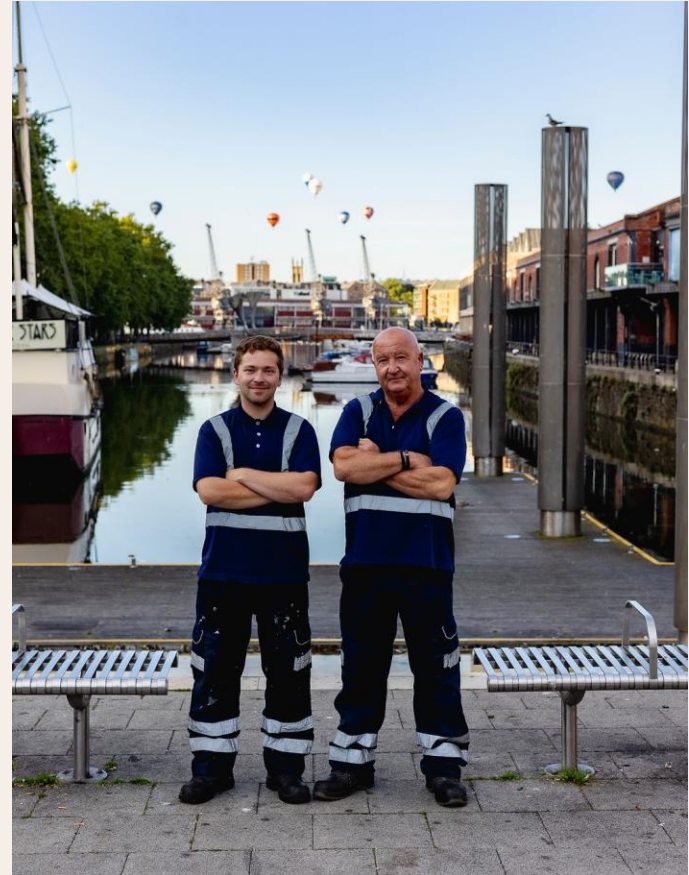


ENHANCING

DELIVERING A BETTER BRISTOL FOR ALL

CLEANSING

- **April:** The team undertook dedicated washdowns for various levy payers including The Bristol Hotel, The Granary and Bristol Old Vic, while also continuing their standard rounds and clearing large amounts of graffiti from city centre businesses.
- **May:** Bank holiday weekends and longer evenings meant the team were working hard to keep on top of increased cleansing around the Harbourside and the Old City. The team also supported a Bristol Film Office project by deep cleaning a filming location.
- **June:** With warmer weather, the city has been busy with people out and about enjoying the weather. The team have responded well to this and have continued their hard work to support our businesses. Deep cleans this month were focused areas around The Bristol Hippodrome, City Hall steps and they have started a new cleansing route on Baldwin street.



GRAFFITI REMOVAL

There has been a continued increase in tagging across the city centre this quarter, which our team have responded to alongside their other core work. 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:

www.avonandsomerset.police.uk/report/illegal-graffiti/

- **April:** 169 items of graffiti were removed
- **May:** 161 items of graffiti were removed
- **June:** 89 items of graffiti were removed



GREENING/INFRASTRUCTURE & 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 - Formal confirmation of Bristol City Council (BCC) policy for pavement licences is still pending sign off.

Infrastructure works are due to be started on:

- 27th September (Queen Charlotte Street raised table)
- 11th November (King Street)

All of the above are due to be completed by 7th January 2025

The Public Art Project team are working with both the designers and LDA to be able to schedule installation of the raised seating/performance area on the build out (part of above infrastructure works) on completion. Final costings are awaited from LDA, expected within the month.



GREENING & PUBLIC ART

- **Old City** - BCC are in discussions with the property owner at the bottom of Clare Street regarding the installation of a green wall. Initial costings have been obtained and BCC are currently reviewing these.
- **Park Street** - 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 and that some businesses may not welcome benches outside their premises. We have offered our support to BCC to engage Park Street businesses.
- **Central Promenade** - In Autumn 2024, Bristol City Council will repair and improve the Central Promenade, aiming to transform it into a vibrant public space. As part of this initiative, we are supporting the project through work to commission a socially engaged artist to create a large-scale 2D artwork that can spread across the surface area of the Central Promenade. The artwork will celebrate Bristol's diversity and creativity. The artwork will be a pivotal element of the promenade's rejuvenation, reflecting themes of playfulness, memory, and community spirit.



GREENING

Brandon Hill

Our meadow came to life in May and June and we hope that locals, visitors and workers are enjoying the improvements.

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

Berkeley Square

Our key contact at the University of Bristol (UoB) leaves his role in August. We will work with a new lead at UoB in Autumn to develop ideas for the future of the space.



BRISTOL CARGO BIKES FOR BUSINESS

This project aims to switch deliveries from van to cargo bike to improve air quality and reduce road danger within the city centre. This is a 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.

Offspring Films, Double Puc and BBC Studios have agreed to make switches and we await confirmation of these.

Please [get in touch](#) if you are interested in supporting this project and benefitting from our consultancy support.

We are keen to promote those first switches and champion your business!



BRISTOL CLIMATE & NATURE PARTNERSHIP

In March we launched our partnership with the Climate Action Programme. The programme has since delivered three events, 'Writing a Climate Action Plan', 'Employee Engagement' and 'Climate Action on a Shoestring'.

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.

Please do get in touch to share your thoughts on how we can support your business.



BRISTOL LIGHT FESTIVAL 2025

Dates for the 2025 event have been confirmed with BCC site permissions and are Friday 31 January to Sunday 9 February .

Our artist call out was very popular, with 89 applications, many of which were of impressive quality. We have shortlisted several and will be scoping site locations and final costs with the production team and artists with a view to programming where possible.

Swing Song

We have had significant interest in the availability of Swing Song for National and International Touring, which we would like to pursue as an additional income stream for Bristol Light Festival. A paper has been produced to provide an overview of the proposal which will be discussed at the board meeting on the 17th of July.



ENHANCE & PROMOTE FUND

Applications for the fund were open until late April where eligible organisations could receive up to £2,000 for their activity to be delivered between March and October 2024.

The successful applicants include:

- **W.E Irish: St Patrick's Day parade and street party**
W.E Irish hosted their popular St Patrick's Day parade and 'fleadh cheoil' from M Shed to St Nick's Market on 17 March, along with a lively fringe programme bursting with dance, walking tours, music, quizzes, comedy, writing workshops and more.
- **Diverse Artist Network: DIASPORA! Festival**
From 3-6 May, DIASPORA! Transformed the public realm for the bank holiday weekend with 37 events and performances showcasing culturally diverse artists and creative practitioners in partnering venues across the city. This pilot project had a vision to celebrate cultural diversity through arts, attracting people to visit Bristol from across the south-west and beyond.
- **Bristol Flea Market**
A special pop-up vintage and sustainable market to be held this September on Corn Street during Sustainable Fashion Week.



ENHANCE & PROMOTE FUND

- **Brave Bold Drama: The Company of International Artists**
Brave Bold Drama is a working-class Bristolian led theatre and community arts company. Their project, The Company of International Artists, aims to engage children with art history and encourage them to create art. It gives children the role of "Creative Agent" (like an art detective) with the (fictional) top secret global creative agency that is The Company of International Artists (or CIA for short). Bristol Museum & Art Gallery have commissioned three free-to-access family art trails from The Company of International Artists, hosted in museums and indie shops around the Harbourside and Park Street to encourage footfall.
- **Lady of the House**
An interactive panel and workshop, followed by a showcase performance, aimed at women and those from marginalised backgrounds. The panel and workshop will focus on developing promotion and event management skills. Lady of the House is known for delivering events that attract eclectic audiences for electronic music, but also those who often feel excluded, including women, disabled, the LGBTQAI+ community, and audiences from lower socioeconomic backgrounds.



PROMOTING

DELIVERING A BETTER BRISTOL FOR ALL

MARKETING CAMPAIGNS

FESTIVAL OF NATURE

Bristol City Centre sponsored this year's Festival of Nature alongside Redcliffe & Temple BID.

Festival of Nature is the UK's largest celebration of the natural world, running for 20 years.

The Festival of Nature 2024 ran from Saturday 1 to Sunday 9 June. It reached an audience of 30,000 people over 96 events, which took place in the Bristol and Bath region and online.

Over 100 organisations and community groups collaborated on Festival content, which aimed to inspire audiences to take action for nature.

15 events took place in central Bristol, with free tickets marketed to BID levy payers. These events attracted an audience of 16,324.



LOVE BRISTOL GIFT CARD

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

Q2 Sales

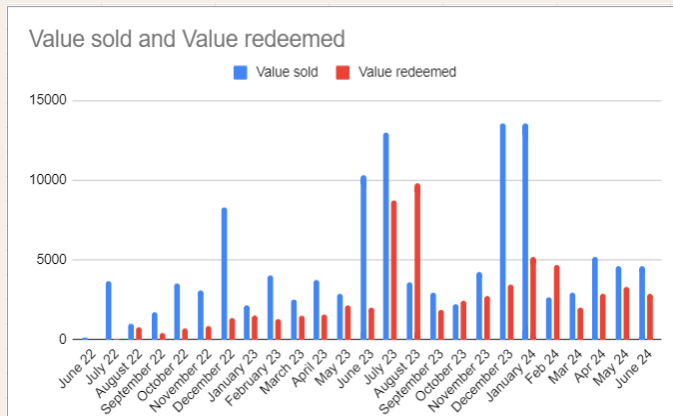
Since the start of April 2024, we have sold £14,438 worth of gift cards. Since launching in June 2022, we have sold £120,528 worth of Love Bristol Gift Cards.

Redemptions

Since the start of April, gift card owners have spent £9,947.77, a 58% increase year-on-year versus Q2 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. Q2 of 2024 experiencing a 27% increase in visits versus 2023, from 6,230 to 7,923.

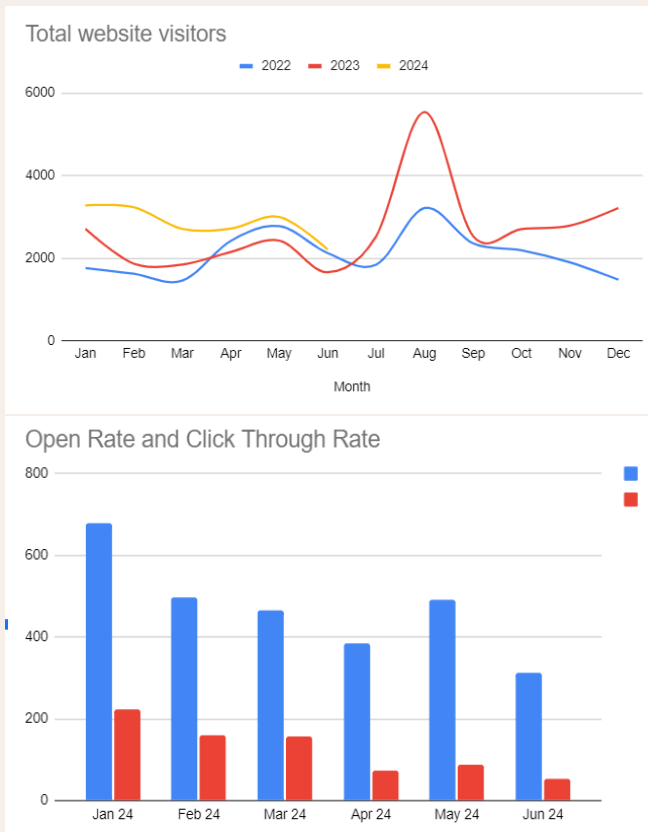
Total page views reached 29,207, a 11% increase on last quarter (26,222) with most viewed pages including Where to watch the Euros this Summer, Festival of Nature, Dr Bike and Park Street Footfall.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates of between 25-38%.

The best open rate was received for our May newsletter (38%) which highlighted Bristol Light Festival city spend, Festival of Nature and our Climate Action Programme breakfast.

Our June Events Newsletter received the highest unique CTR of 8.7% and highlighted yoga, Festival of Nature and the transport update.

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



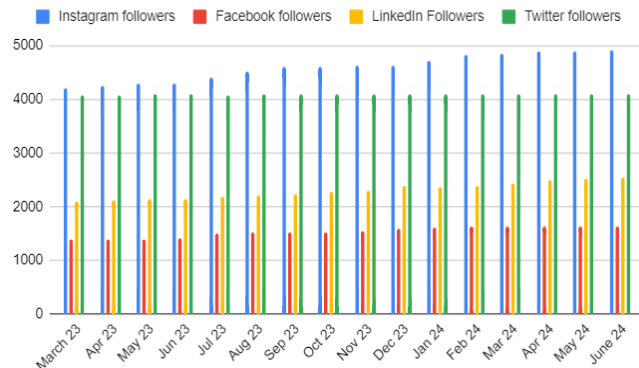
SOCIAL MEDIA

We are continuing to grow our social media channels in Q2, with LinkedIn as our highest growing channel this quarter with a 2.2% increase from the previous quarter (up to 2,555 followers) followed by Instagram with 4,916 followers.

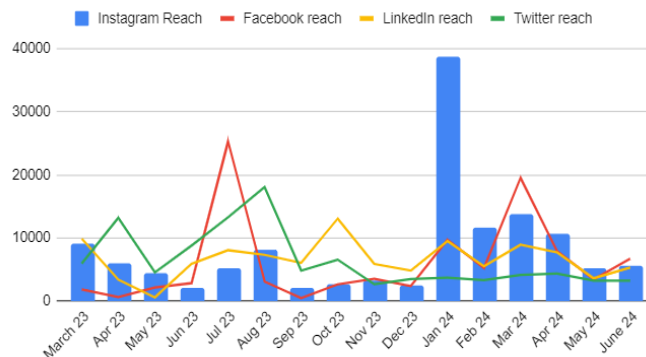
Instagram achieved elevated levels of reach of 21,486 during this quarter, due to collaborative posts with Bristol Harbour Festival, Bristol Light Festival, Diverse Artists Network, Bristol Cocktail Weekend and Festival of Nature.

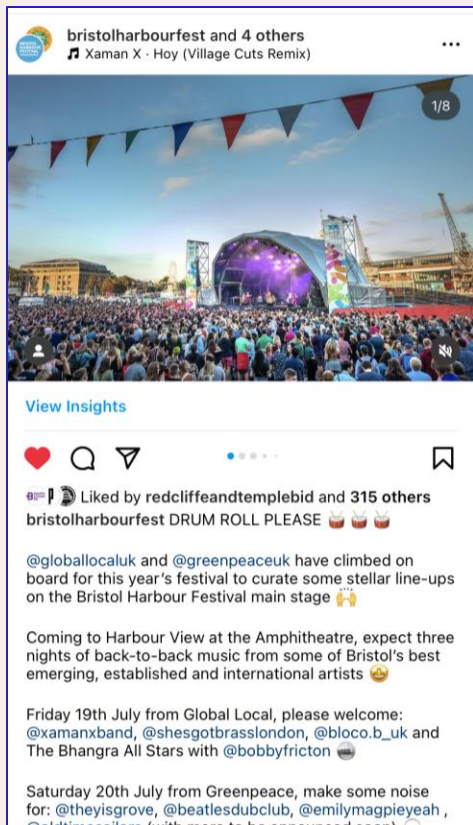
We saw the largest spike of this in April, with the first Bristol Harbour Festival announcement going live, with a combined reach of 30,785 across all 4 of our social channels.

Social Following

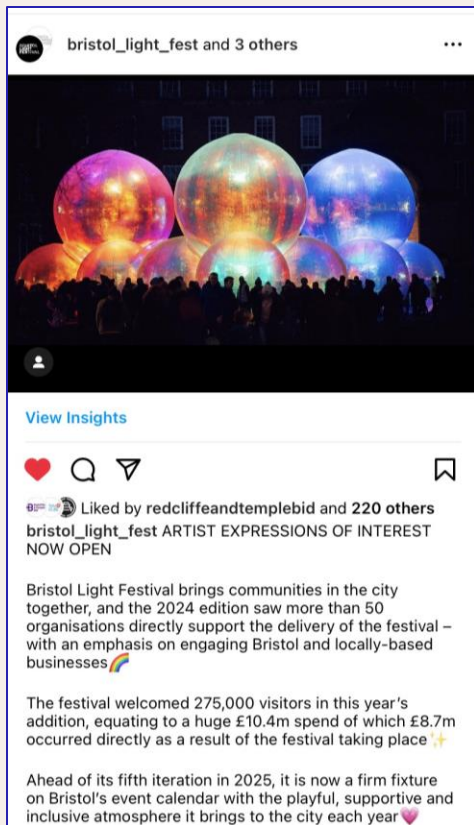


Instagram Reach, Facebook reach, LinkedIn reach and Twitter reach

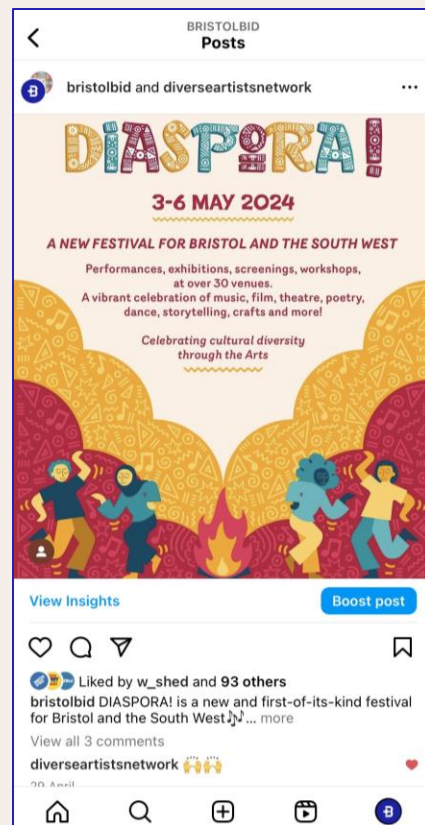




Likes: 316
Reach: 23,265
Engagements: 329



Likes: 221
Reach: 4,848
Engagements: 237



Likes: 94
Reach: 1,178
Engagements: 110

PROTECTING

DELIVERING A BETTER BRISTOL FOR ALL

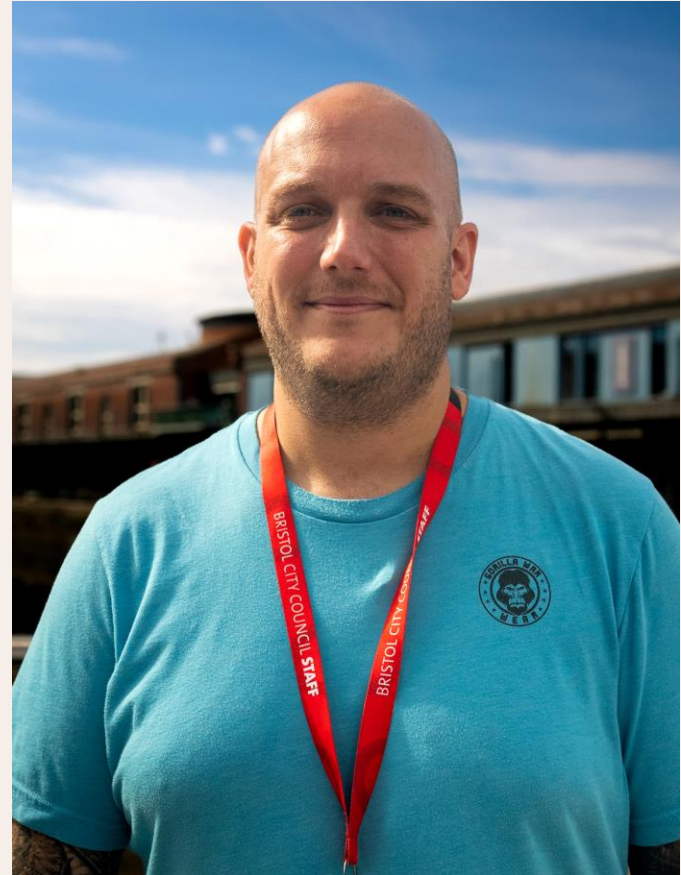
STREETWISE

Over the past quarter, Lewis and the Street Intervention Service team observed and attended to numerous instances of anti-social behaviour and persistent begging from the street community.

Demonstrating perseverance and resilience, the team increased patrol and continued collaborating with partner agencies to provide support to all impacted businesses.

However, when these issues were not resolved, Lewis proceeded to request enforcement actions. He supported the Police by issuing Community Protection Notices and Community Protection Warnings which later led to Criminal Behavioural Orders and arrests.

Moving into the next quarter, the Street Intervention Service team aim to continue building on existing relationships with levy payers and assist them with any issues where they can provide support.



STREETWISE

During the past quarter, Lewis and the Street Intervention Service team contributed to the following results:

- Referrals for Housing Support – 141
- Verbal Warnings – 22
- Referrals for Substance Misuse Support – 112
- Criminal Behavioural Order – 27
- Referrals for Health Support – 13
- Civil Injunctions – 1
- Referral for Financial Support – 5
- Community Protection Notice – 7
- Community Protection Warning – 15



BCRP

In June, a new Bristol Business Crime Reduction Partnership Manager was appointed. Carmen Ceesay works across Visit West's three business improvement districts (Broadmead BID, Bristol City Centre BID and Redcliffe & Temple BID).

The BCRP incorporates the two Bristol Shopping Quarter shopping centres: The Galleries and Cabot Circus. The BCRP collaborates closely with Avon and Somerset Police, Bristol City Council and city centre businesses to collate information and intelligence about criminal activity, and to identify and tackle crime issues.

The Bristol BCRP aims to address the crime that specifically affects businesses and invests in the intelligence sharing platform DISC, which allows businesses, the police, and the council to share intelligence and submit reports of business crime.



DEDICATED PCSO

Nat has made 181 engagements with 48 individual businesses this quarter.

Nat focused on addressing significant incidents of anti-social behaviour, begging and theft. He worked closely with the Street Intervention Team and businesses to mitigate these behaviours.

By having supportive evidence from the businesses, who followed his advice to report incidents and complete statements, a successful arrest was made.

In June, the Lloyds Amphitheatre was thoroughly cleaned, and regular patrols have ensured it remains in good condition. No rough sleepers returned to this area.

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



SAFE SPACE PROJECT

The BID submitted an application for PCC/Quartet Funding at the end of June 2024 to run a pilot project for a nighttime "Safe Space" initiative.

The Safe Space would provide a welfare centred support service for those out in the nighttime economy. A vehicle (preferably a bus) would be positioned on the centre, between the hours of 11pm-6am on a couple of Friday or Saturday nights.

The service would provide a safe place to visit for those out at night, who they have become separated from friends or family, have concerns about wellbeing, need a safe place to wait for public transport, or need someone to talk to.

It would work closely with the Alcohol Recovery Centre which provides a medical centred support service.

We wait to hear the result of this application but hope that it will be successful to prove the viability of this kind of service in the hope to establish something more permanent in the future.



TAP FOR BRISTOL

Donation Point Monthly Figures for Q2

- **April:** £1,178
- **May:** £1,360
- **June:** £989

JustGiving: £204

Total raised for quarter 2: £3,732

Total grants for quarter 2: £31,000



TAP FOR BRISTOL GRANTS

Caring in Bristol received £20,000 worth of grant funding this quarter for their ongoing work on the Z House Project to match funding provided for crisis projects over this and last quarter. Opening of the unit is expected in July. A further £1,000 was provided to Caring in Bristol to support the printing of the updated Caring Handbook

Emmaus Bristol received £5,000 to enable financial support for Emmaus companions who are moving on into independent living by providing grants of either £500, £750 or £1,000 to help with initial moving costs. This will, not only allow 10+ people (depending on grant amount) to move on successfully, but also enable another 10(+) to be helped to find temporary accommodation and many more companions will be inspired to move on.

SLEEC (Survivors Leading Essential Education and Change) received £5,000 to be used to support survivors who are at risk of homelessness and harm, who are in the interim period of having left an abusive/unsafe situation and waiting to be housed in a safehouse or emergency accommodation/new accommodation.



SUPPORTING

DELIVERING A BETTER BRISTOL FOR ALL

O2/ VIRGIN MEDIA DATA AND INSIGHTS

Along with Redcliffe & Temple 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 has now been updated with historic footfall and new insights, and monthly insights will be added to the resources section.

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.

For more information, [view here](#).



BUSINESS LIAISON

- Ongoing discussions with BCC regarding infrastructure, public art to ensure that businesses are not adversely impacted by the works over the busy summer trading period.
- 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.
- Continuing support for businesses regarding waste issues in Bell Lane/John Street.
- Supporting businesses and liaising with BCC to provide resolution to ongoing drainage problems in Hanover Street.
- Liaising with businesses to promote the use of the Love Bristol Gift Card and increasing the number of merchants across the city centre.



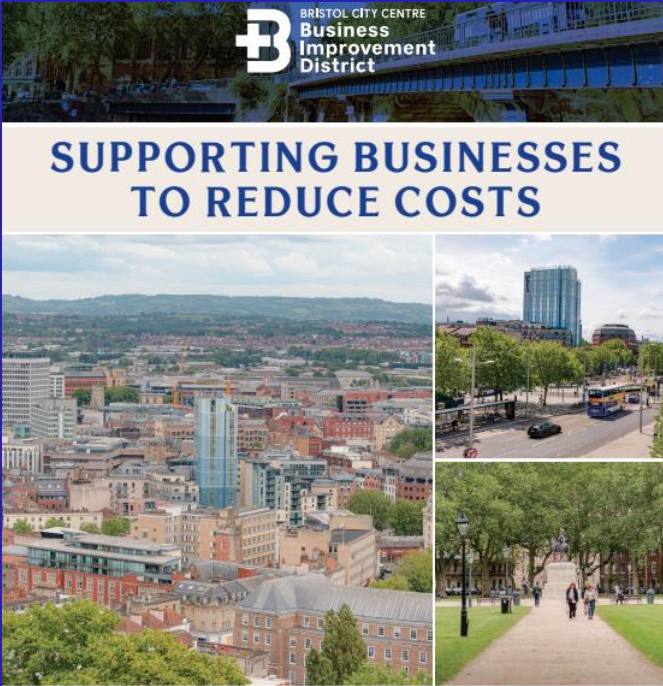
COST SAVINGS

Q2 - Overall totals to date

- Total assisted saving realised: £27,988
- Total cost savings identified: £358,413 (incl. future savings at existing contract term end)

Rishi is due to meet with businesses again in early July 2024

Highlights for Quarter 2 include a hospitality business who have saved a total of £14,633 on their electricity costs by setting up 6 contracts covering their multiple branches.



**BRISTOL CITY CENTRE
Business
Improvement
District**

SUPPORTING BUSINESSES TO REDUCE COSTS

**FREE SERVICE TO BRISTOL CITY CENTRE
BID LEVY PAYING BUSINESSES**

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**Redcliffe
& Temple
BID**

**BRISTOL CITY CENTRE
Business
Improvement
District**

VEOLIA WASTE CONTRACT

We have now signed a new contract with Veolia Waste Management who provide a discounted rate to businesses for waste and recycling within the BID area.

Veolia continue to work with their customers to increase recycling rates across the city centre with rates having risen greatly in recent years.

We are working with Veolia to develop a series of communications to better advertise the partnership and its benefits.



EVENTS

STRESS AWARENESS MONTH & LUNCHTIME EVENTS

Bristol City Centre BID were keen to improve the variety of lunchtime sessions available for levy payers and embrace the importance of well-being during Stress Awareness Month in April. It proved to be hugely popular with the inclusion of Wellness Walks, Yoga, Tai Chi, Mindful Sketching at Bristol Aquarium, and Crystal & Tibetan bowls sound bath sessions, with 110 people from local businesses signing up.

Following the success of Stress Awareness Month, we continued with our Love Our Levy Payers Lunchtime Yoga Class x 3 sessions across May and June (one class cancelled) which saw 59 sign ups.



ANNUAL TRANSPORT UPDATE

On 11th June we hosted our Annual Transport Update Event. This was attended by over 40 people at Bristol Beacon.

The sessions started with a workshop to understand the priorities of attendees.

We then heard from Cllr Patrick McCallister, Deputy Leader of The Green Party on their priorities. Patrick discussed their level ambition for the city including a new Transport Plan for the city. [Read more here.](#)

Adam Crowther, Head of Transport, then presented planned projects for 2024 – 2027. It is apparent that there is a huge amount of work being undertaken with lots going to construction in 2026 and 2027.

Find out more [here.](#)



DR BIKE

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

In Q2 we held six Dr Bike sessions, our monthly sessions at Bristol Beacon, and further sessions at Newminster House, Guildhall Chambers, and The Programme.

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

66 bikes have been serviced during Q2.

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



SEEDL

This quarter 174 training events were attended across the 3
BIDs, with the top course categories being 20-minute Micro-
Learning, Leadership and Office 365.

We supported Learning At Work Week in May to further promote
and show the benefits of this platform.

The most attended sessions were:

Excel, communication skills, leadership essentials and mental
wellness.

Top business users:

- Bristol and Western Hospital Charity
- The Assemblies
- Bristol Aquarium



ENGAGING BRISTOL STUDENTS

In partnership with Redcliffe & Temple BID, we are at the early stages of a project designed to engage BID businesses with Bristol Student employment opportunities.

This need was identified at a focus group attended by representatives from various educational bodies, students, Visit West and the BIDs.

There are many students in Bristol that may benefit from local Bristol SMEs providing employment opportunities.

We are looking to set up a working group that includes representatives from businesses responsible for recruitment, and individuals from the educational bodies responsible for student careers.

If you are interested in being involved in this kind of project, please [contact Louisa.](#)



BID FINANCE

BRISTOL CITY CENTRE BID BUDGET – April Actuals

Finance Table	23/24 Actual	23/24 Prospectus Budget
	Nov23 - Oct24	
Income		
Levy at 1.5%	1,072,799	955,700
Other Income	66,648	60,000
Total	1,139,447	1,015,700
Expenditure		
Enhancing	619,637	353,560
Promoting	290,206	224,000
Protecting	125,097	135,000
Supporting	115,728	86,586
Levy Collection	-	13,414
Management and overheads	182,264	182,826
Contingency	11,055	20,314
Total	1,343,988	1,015,700
Underspend/(Overspend) current year	-204,541	0
Underspend b/fwd previous years	294,513	
Total underspend/(overspend)	89,972	

*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

-Apr-June £47,245 (£40,736)

Late collections:

-2017-2022 £13,271.50

-2022-2023 £27,276.84

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

Total £957,352.71 96.9%

