



PERFORMANCE REPORT

JULY – SEPTEMBER 2024
QUARTER 3



ENHANCING

DELIVERING A BETTER BRISTOL FOR ALL

CLEANSING

- **July:** with Bristol Harbour Festival taking place this month the team were busy ensuring the streets looked clean for those coming to the event, but also ensuring it was returned to a clean state afterwards. They focused on areas such as Small Street, Clare Street and Harbourside.
- **August:** Baldwin Street, Old City and Queens road were the focus for this month. These areas have heavy footfall and can quickly become dirty. The team dedicated their time to cleaning these streets and making sure they were left tidy.
- **September:** An increase in footfall around the city was seen in September following the return of the students. The team have been working to keep these busy areas clean. Queens Road, Park Street and the Old City have been the focus.



GRAFFITI REMOVAL

The team have focused on deep cleansing the city centre this quarter due to the increased footfall in the summer months. Less graffiti removal took place as a result.

Graffiti is always an ongoing issue, and is considered criminal damage. If your building is tagged, please let us know so we can remove it for you and report it online to the police to support the wider picture of graffiti prevention in the future:

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

- **July:** 39 items of graffiti were removed
- **August:** 77 items of graffiti were removed
- **September:** 99 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 -

Pavement Licences: Formal confirmation of Bristol City Council (BCC) policy is due to be available after the consultation period ends on 23rd October 2024. All hospitality businesses have been alerted to the Consultation and advised to submit responses.

Infrastructure works: have been delayed owing to concerns around impacting existing utilities and we are currently waiting for confirmation from BCC of a revised schedule from their contractors.

It has been highlighted to the Project Team that delays to the schedule could have a detrimental impact on the public art project.



GREENING/INFRASTRUCTURE & PUBLIC ART ... cont

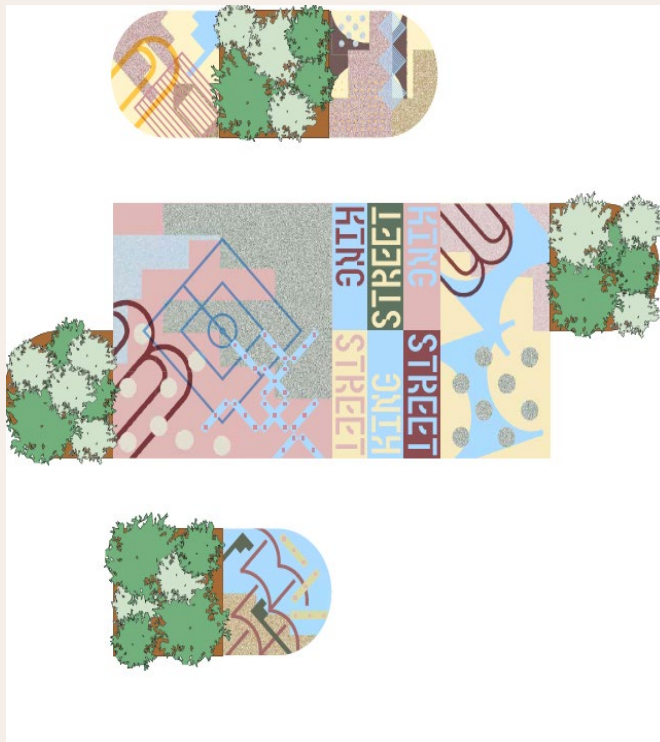
Public Art: Pending results of internal engagement process from BCC. Designers have submitted designs for the tiles to go on the seating/performance area and business feedback will be sought.

Dependent upon the dates of the revised infrastructure programme, BCC may have to store items until installation can take place.

Old City -

Greening: Plans for BCC to work with the new owners for 4 Colston Ave on a green wall on the Clare St side of the building, have been shelved as the timelines for the owners and BCC do not match up. However, the owners are keen to progress this alone which releases funds for additional artwork/greening from BCC.

Tesco have been approached to discuss the potential of planters along the Clare St windowsills, initial responses have been positive although building owner permission has yet to be received.



GREENING/INFRASTRUCTURE & PUBLIC ART ... cont

Benchmark have been approached to build the seating area which will be installed on Marsh Street.

Additional funds could be used to provide further planting along the centre of Clare Street or on the paved area on the corner of Colston Street/Clare St/Baldwin St.



GREENING & PUBLIC ART

- **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 be designed 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

We are planning another gardening session at our meadow on Brandon Hill for November/December or Spring 2025. We are currently seeking advice on the best timings for improvements.

Berkeley Square

We have a meeting planned with University of Bristol to discuss opportunities for Berkeley Square, the University are currently engaging with Bristol City Council regarding legal ownership of the square.

Bristol Cathedral

Our proposed partnership with the Cathedral to create a garden on the unused space between the Cathedral and Library is currently on hold due to other pressures on the Cathedral.



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, Hill and Vale and BBC Studios have made switches.

We are aiming for a total of 15 switches so need to increase engagement via our consultant and our social media.

Please **get in touch** if you are interested in supporting this project and benefitting from our consultancy support.

We are keen to promote 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.

The Climate Action Programme Annual Report is available [here](#).

The next event, Engaging Senior Leadership, takes place on 22nd October, [book here](#).

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

We are currently considering how we can offer further support in 2025, potentially via some more targeted support for a small group of businesses, alongside the wider events programme.



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 .

Following a successful artist call the 2025 programme is in the final stages of development with nine artworks currently confirmed. We are still seeking sponsorship and artwork partner opportunities to further extend the programme.

We will be announcing the dates and first artworks in mid-October. Currently the website is under re-development to improve the visitor experience.

Swing Song

The build of this artwork is underway and is due to be completed by Mid-November. We have speculative interest over December for an event but will be pushing this post Bristol Light Festival 2025 – using the festival as a platform for promotion.



FESTIVE AND WINTER LIGHTS

Festive Lights:

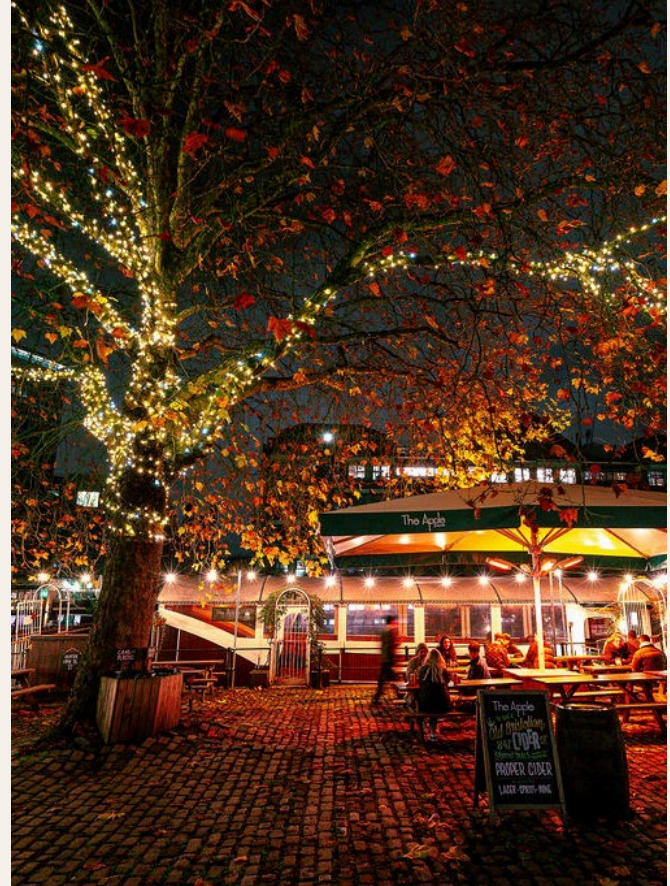
Annual testing and repairs have been carried out, and a new festive scheme has been purchased for King Street. We carried out considerable works around feasibility of additional schemes in a number of locations, but due to limitations on power, use of highways infrastructure and many areas being within conservation zones many of these locations have proved unfeasible.

Winter Lights:

New winters lights have been installed on Baldwin Street trees, Castle Park trees and College Green where the trees will be lite up in a colour wash designs.

Disco Balls:

These have undergone maintenance and repair and are all operational for the festival season.



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:

Bristol International Balloon Fiesta – Bristol Is Soaring

On **Wednesday 24th July**, an impressive display of 18 balloons ascended from College Green, raising the curtain on the 46th edition of Europe's largest hot-air ballooning event. Supported by our funding scheme, we helped Bristol Marriott Royal Hotel in providing breakfast for all involved, and the event marked a beautiful start to one of Bristol's annual calendar highlights.

This unique inauguration was a raging success for this year's event, with a coverage reach of 565 million across over 350 pieces of media coverage from outlets such as The Guardian, Mail Online and Heart Radio. Social media reach was also a big triumph for BIBF – over 100,000 impressions were reported across Facebook and Instagram alone from both BIBF and Bristol City Centre BID channels.

(This was a late addition to the Enhance/Promote projects, following the drop out of the Bristol Flea Market).



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). This project will be continuing until the October half term.
- **Lady of the House - 19th October**
An interactive panel and workshop, followed by networking event at The Bristol Museum & Art Gallery, is 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.



BRISTOL HARBOUR FESTIVAL

Bristol City Centre BID and Redcliffe & Temple BID were proud sponsors of Bristol Harbour Festival's 52nd edition which took place from 19-21 July 2024.

Bristol Harbour Festival entertained hundreds of thousands across the weekend with an eclectic mix of on-the-water activities and entertainment across key city centre areas: the main stage at Lloyds Amphitheatre, family playground on College Green, Dance Tent and Bristol Rising Stage in Queen Square, Expression Stage in Millenium Square, plus three stages at Thekla.

Businesses within the festival footprint welcomed additional visitors over the course of the weekend.

- Social media posts achieved an overall reach of 100,473 and 145,827 impressions
- 169 PR pieces and 239 broadcast mentions achieved a reach of 4,485,936,797
- Noteworthy pieces of PR coverage including [BBC News 1](#), [BBC News 2](#), [Bristol Live](#)



OLD CITY SOUNDS

Back for 2024, Old City Sounds returned with a fresh twist, moving into some of Bristol's iconic venues. Taking place on Saturday 24th August with an eclectic mix of live music, DJs and entertainment at 15 venues across 6 zones:

- **Old City Jazz at The Old Duke** - The Old Duke's annual jazz festival returned with a jam-packed programme across the weekend
- **Old City Kids Zone at St Stephen's Church** - An afternoon of family-friendly activities including arts and crafts, circus skills, facepainting, a bubble fairy, Bhangra dance, and drumming workshops
- **Corn Street** - With DJs and entertainment at Death Disco, Dirty Martini, The Cocktail Club, Blame Gloria, and Walkabout
- **King Street & Baldwin Street** - Bristol Old Vic teamed up with Sofar Sounds to host surprise line-up gigs throughout the day and Tonight Josephine hosted DJs into the night
- **6 O'Clock Gin at The Glassboat** - The Glassboat teamed up with The Pool Agency to feature a line-up of up-and-coming Bristol DJs
- **St Nicholas Street** - Live bands and DJs at Mother's Ruin, The Crown, The Raven, Mr Wolfs, Seamus O'Donnell's



PROMOTING

DELIVERING A BETTER BRISTOL FOR ALL

MARKETING CAMPAIGNS

BRISTOL IS ALWAYS A GOOD IDEA

In July, we launched our summer campaign in collaboration with Visit Bristol to remind everyone why *'Bristol Is Always A Good Idea'*. The campaign involved Real Hackney Dave's Bristol Light Festival artwork touring venues across the city, along with a large scale, outdoor advertising campaign across key digital billboards and bus backs around the region.

The sign made its first appearance in Millennium Square before touring locations across the city, including Bristol International Balloon Fiesta, Bristol Beacon, and Bristol Old Vic. To date, the sign has toured 9 locations with more booked in for the coming months.

- Posts achieved a combined social media reach of 107,825 with 126,736 impressions
- 8 pieces of PR coverage achieved a reach of 15,107,743
- 3 double deck bus rears achieved a reach of 498,560 and 908,240 impacts
- 3 Digital 48 sheets in Swindon, Bristol and Bath, totalling a reach of 591,840 and 1,341,830 impacts
- Visit Bristol's Google ads achieved 964,498 impressions and 20,721 clicks
- Visit Bristol's Meta ads achieved 3,073,281 impressions and 3,604 clicks



MARKETING CAMPAIGNS

TEACHER'S TREATS

To coincide with the end of the school year, we launched our Teacher's Treats campaign to promote the Love Bristol Gift Card as an ideal gift for teachers. This campaign contributed to £11,190 of sales for July, a 42% from June where £4,617 were sold. This campaign also coincided with Town & Gift Cards' Teacher of the Year competition, which saw a Bristol teacher nominated.

- 3 pieces of PR coverage achieved a reach of 6,338,278
- Organic social media posts reached 2,708 and 2,985 impressions across platforms



OLD CITY SOUNDS

Marketing achievements

- Organic social media posts achieved an overall reach of 81,713 and 105,227 impressions
- Paid social media ads reached 78,866 accounts and 3,640 link clicks
- Collaborations with Instagram influencers including @thiscitymum, @afashionoddiy, and @lstyledistrict reached 15,331 via stories
- Across all Old City Sounds web pages, we had 9,416 visits from 5,680 visitors
- 39 pieces of PR coverage reached 728,359,599. Noteworthy coverage included [BBC](#), [MSN](#), [Bristol Live](#).



LOVE BRISTOL GIFT CARD

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

Q3 Sales

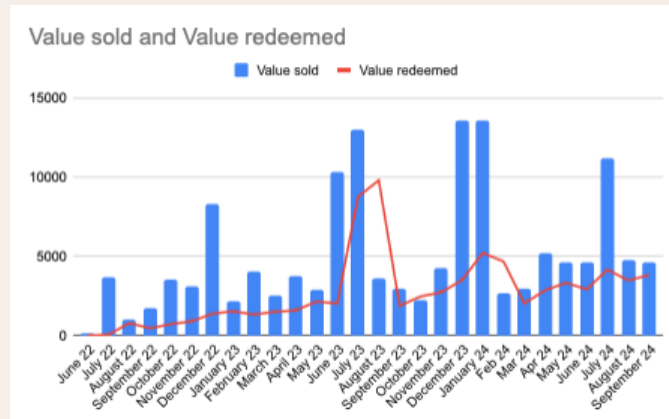
Since the start of July 2024, we have sold £20,610 worth of gift cards. Since launching in June 2022, we have sold £141,138 worth of Love Bristol Gift Cards.

Redemptions

Since the start of July, gift card owners have spent £11,455.46 a 25.9% increase compared to Q2 2024.

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

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



WEBSITE & EMAIL

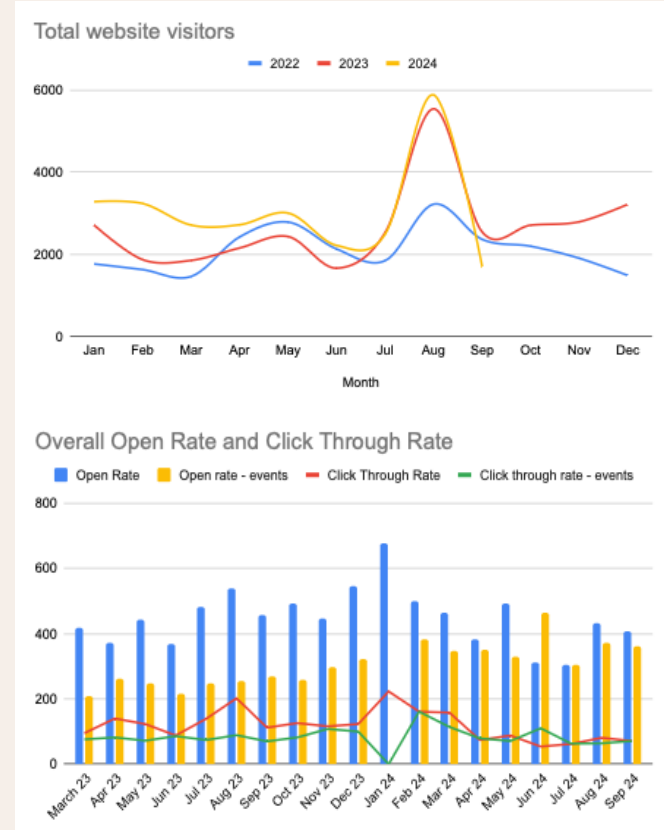
The graph top right shows website visitors MoM dating back to 2022. Q3 2024 experienced a 5% decrease in web visitors compared to Q3 2023, however, this is a 26.9% increase versus Q2 2024, from 7,932 to 10,055 visitors.

Total page views reached 28,110, a 3.7% decrease from last quarter (29,207) with most viewed pages including the Old City Sounds event page, Old City Sounds lineup, and Yoga.

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates between 24-34%.

The best open rate was received for our September newsletter (34%) which highlighted Bristol Cocktail Weekend, Bristol Harbour Festival feedback submissions, Christmas party callout and more. This newsletter also achieved the highest unique CTR this quarter with 6.24%.

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



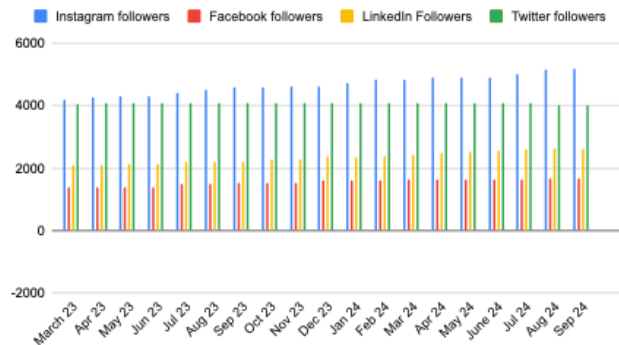
SOCIAL MEDIA

We are continuing to grow our social media channels in Q3. Instagram is our highest growing channel this quarter with a 5.1% increase from last quarter (up to 5,180 followers). LinkedIn also saw a 3.4% increase in followers, from 2,555 to 2,645.

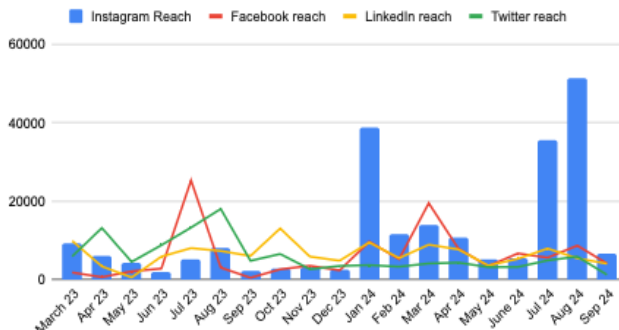
Instagram achieved elevated levels of reach during this quarter (93,618), a 45.24% increase compared to last quarter and a 505% increase versus Q3 2023. This increase in reach is due to collaborative posts with Bristol International Balloon Fiesta, Bristol Harbour Festival, and Visit Bristol.

This quarter, August was our most successful month with a cross-channel reach of 71,328.

Social Following



Instagram Reach, Facebook reach, LinkedIn reach and Twitter reach





Likes: 2,174
Reach: 24,187
Engagements: 2,261



Likes: 1,437
Reach: 22,803
Engagements: 1,509



Likes: 920
Reach: 24,110
Engagements: 930



Likes: 739
Reach: 15,846
Engagements: 769

PROTECTING

DELIVERING A BETTER BRISTOL FOR ALL

STREETWISE

During the past quarter, Lewis has worked closely with the outreach services. His focus was on providing support to vulnerable individuals and those struggling with addictions. He ensured that at-risk members of the street community received the support and resources needed.

Lewis and the Street Intervention Service team contributed to the following results:

- Referrals for Housing Support – 21
- Verbal Warnings – 28
- Referrals for Substance Misuse Support – 93
- Criminal Behavioural Order – 5
- Referrals for Health Support – 13
- Civil Injunctions – 1
- Referral for Financial Support – 9
- Community Protection Notice – 5
- Community Protection Warning – 10



DEDICATED PCSO

Nat has made 131 engagements with 59 individual businesses this quarter. His commitment to addressing a range of incidents has been instrumental in supporting businesses within our Partnership.

One of the key highlights took place in July, when Nat played an important part in assisting with two successful arrests – one on Park Street and another one on Harbourside.

Our dedicated PCSO has also offered support to two retail stores following distressing commercial burglaries. He worked closely with the store managers and staff, offering immediate reassurance, guidance on crime prevention and support with the ongoing investigations to ensure they could recover from the incidents as smoothly as possible.



SAFE SPACE PROJECT

The BID is supporting Avon & Somerset Police with providing a 'safe space' in central Bristol at night. There will be a pilot of the service running in early December alongside a VAWG operation.

The Safe Space will offer a wellbeing service for those who find themselves in need when out at night. Staffed by volunteers and running between ~9pm and ~6am, the service will offer a safe space for individuals to wait, ask for support/advice and to receive signposting to various services available in the city.

It will link with other services in the city centre, such as Bristol Street Pastors, the Alcohol Recovery Centre, Bristol City Centre Radio Scheme and Op BRIO.

This pilot will assess the appetite for a more permanent solution and will inform the progress of this project over the next year.



TAP FOR BRISTOL

Monthly Figures for Q3

- July: £1,065
- August: £1,140
- September: £1,089

- JustGiving: £259

Total raised for quarter 3: £3,553

No grants were made in Q3.

The Nelson Trust have been approved as the next grant recipients and joint marketing is underway to highlight this.

A programme of card reader replacements is also underway to ensure that the internal modems are 5g compatible.



SUPPORTING

DELIVERING A BETTER BRISTOL FOR ALL

O2/ VIRGIN MEDIA DATA AND INSIGHTS

Our O2/VM footfall, via 2 sensors on Park Street and Bristol Bridge and corresponding demographics, catchment and spend power via a data dashboard which is now live on our website.

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.

Quarterly spend Visa spend data from Savills by postcode with comparisons with other locations and spilt by merchant category has also now been made available via the same platform.

Q2's report is also now live and available [here](#).



BUSINESS LIAISON

- Working with BCC to ensure that business interests are considered with regard to infrastructure and public art projects.
- Introducing the A&S Design Out Crime Team to BCC project team (Old City) to ensure that proposed seating areas will not increase ASB issues in the locality.
- Engaging businesses with the Education & Business Sector Working Group to encourage open dialogue and identify new BID initiatives to improve collaborative working.
- Continuing support for businesses regarding waste issues in Bell Lane/John Street. Maintaining communication with BCC & Bristol Waste to ensure that the issue remains under investigation.
- 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.



COST SAVINGS

Q2 - Overall totals to date

- Total assisted saving realised: £157,370
- Total cost savings identified: £380,807 (incl. future savings at existing contract term end)

Highlight for Q3:

Secured contracts for circa 70 energy supplies across a business portfolio. Having advised the business on new contracts and PSP's new technology to support meter readings, portfolio management and carbon reporting, 50% of contracts have been secured with the remaining 50% to be completed in 2025.

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

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

LUNCHTIME EVENTS

Bristol City Centre BID is always looking to encourage people to step away from their screens over their lunchbreak and improve their wellbeing with our Love Our Levy Payers Lunchtime Events and the forever popular and deeply relaxing Deep Stretch Yoga classes saw 126 sign ups, over 6 classes between July and September,



DR BIKE

The 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, our monthly sessions at Bristol Beacon, and further sessions at Spectrum, Offspring Films and KPMG

70 bikes were maintained in Q3.

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

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



TRAINING HUB

This quarter 120 training events were attended across the 3 BIDs, with the top course categories being 20-minute Micro-Learning, Leadership and Business Essentials.

The most attended sessions were:

Excel, Leadership Essentials, Communication Skills and Diversity and Inclusion.

Top business users:

- Bristol and Weston Hospital Charity
- National Friendly
- Loungers



ENGAGING BRISTOL STUDENTS

In early September we hosted a working group, in partnership with Redcliffe & Temple BID, for representatives from educators and businesses. This meeting followed a structured discussion and provided interesting insight into the barriers to both educators and businesses when recruiting students into earlier careers.

Following this, we are developing a project plan to implement in the next 12-24 months. This will include various events tailored to each sector and opportunities for businesses and education institutions to meet and improve communication between them.

If you are interested in being involved more closely with this project, please [contact Louisa](#).



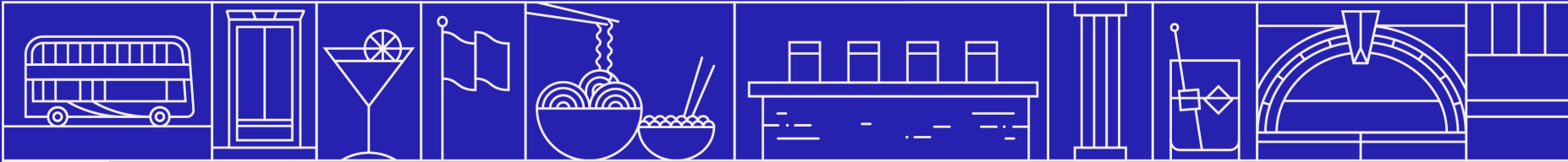
BID FINANCE

BRISTOL CITY CENTRE BID BUDGET – End of year (October)

	23-24 Actual	
Income		
Levy at 1.5%*	£1,014,453	£955,700.00
Other Income**	66,648	£60,000.00
Carry forward***	£319,334	
Total	£1,400,435	£1,015,700.00
Expenditure		
Enhancing	£659,517	£353,560.00
Promoting	£240,407	£224,000.00
Protecting	£126,459	£135,000.00
Supporting	£88,411	£80,000.00
Management and overheads	£182,826	£182,826.00
Levy Collection		£20,000.00
Contingency and carry forward	£102,815	£20,314.00
Total	£1,400,435	£1,015,700.00

Our end of year budgets have been signed off and have been reflected in the billing leaflets issued in early October. As demonstrated.

A number of projects are still ongoing with financial commitment agreed in the budget year 23-24. This reflects circa £100k of underspend from previous years where BID had successfully generated considerable additional income through grants and central government funding support.



THANK YOU

