



BRISTOL CITY CENTRE BID

ANNUAL REPORT 2023/24

OUR VISION FOR A BETTER BRISTOL

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

WE DELIVER OUR ACTIVITY UNDER FOUR STRATEGIC THEMES:

ENHANCING

Delivering projects that attract investment and talent, create a cleaner, greener, and more attractive city centre, bringing residents, employees, and visitors back into the heart of our city.

PROMOTING

A collaborative approach to delivering innovative campaigns, events, activations, and communications to promote Bristol. Celebrating everything that makes Bristol a special place to work, study and live.

PROTECTING

Investing to reduce, challenge and raise awareness on crime and antisocial behaviour to protect city centre businesses, visitors, and residents both day and night.

SUPPORTING

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

INTRODUCTION

Reflecting on the achievements of the past year, I'm filled with pride for all that we've accomplished together at Bristol City Centre BID. This has been a year of growth, innovation, and impactful partnerships, all aimed at enhancing the vibrancy and resilience of our city centre. Our collective work has not only enriched the lives of Bristol's residents but has also solidified our standing as a destination for visitors, creativity, and enterprise.

The 2024 Bristol Light Festival was a phenomenal success, drawing record attendance and celebrating our city's unique cultural energy. This event has once again shown the powerful role of arts in community engagement and economic vitality. I'm delighted to share that the festival's success earned us a nomination for the Bristol Bath and Somerset Tourism Awards, underscoring the impact of the BID's programming in positioning Bristol as a key destination.

This year, we introduced the Enhance and Promote Fund, empowering local businesses to make improvements that enhance the customer experience and increase footfall. Our summer campaign, Bristol is Always a Good Idea, also encouraged locals and visitors alike to explore the diverse offerings of our city centre, contributing to a vibrant summer season. Community initiatives like Old City Sounds, Bristol Cocktail Weekend, and TAP for Bristol continued to flourish, bringing together residents and businesses to celebrate our city's heritage, support local causes, and foster community spirit. Additionally, the Love Bristol Gift Card has proven to be a popular way for people to support local businesses, with the benefits rippling through the city centre's economy.

In line with our commitment to a sustainable future, we launched a new collaboration with Bristol Climate & Nature Partnership and invested in wild meadow planting at Brandon Hill. These initiatives form part of our broader environmental goals, as we work to make Bristol greener, more beautiful, and more sustainable. Our cleansing initiative remains integral to ensuring a welcoming city centre, and our newly appointed Business Crime Reduction Partnership Manager has further strengthened our support for businesses by addressing pressing concerns around security and safety.

In response to the key issues affecting our city's businesses, we have made targeted investments, addressing challenges head-on and advocating for resources and solutions. I'm pleased to also continue representing Bristol on the BID Foundation leadership board, helping shape best practices nationally. Our BID was accredited with the industry standards award, a testament to our dedication to excellence and accountability.

Together, we are building a city that reflects the creativity, resilience, and spirit of its people. Thank you to our partners, businesses, and the Bristol community for being part of this journey. We look forward to continuing this important work in the coming year, ensuring that Bristol's city centre thrives as a welcoming, sustainable, and vibrant place for all.

With best wishes

Vicky Lee



Vicky Lee

Director of Bristol City Centre BID

GOVERNANCE

The BID has an Advisory Board that meets quarterly to oversee and monitor the strategic direction and financial management of the BID. They are responsible for ensuring that the BID operates as part of a wider community and in the public interest. The Board represents the interests of all levy payers and advocates for them on strategic issues. It provides expert advice and guidance, establishes best practice, and agrees and monitors performance measures. Representation on this Board is open to all levy payers and the allocation of seats is proportionate with the aggregated BID levy contribution of each business sector. The Board has 14 voting members, and 3 co-opted members made up of the following sector representatives:

- **Office** (inc. educational, council, hospitals, police): 5
- **Leisure and Hospitality** (inc. bars, restaurants, attractions, hotels): 7
- **Retail and Personal Care** (inc. hairdressers, beauty, spa): 1
- **Other** (inc. car parking areas, vacant units): 1

The Board may co-opt up to four other members for technical advice or to ensure sufficient

diversity of representation. Bristol City Council has formal representation on the Board as the provider of statutory services in the area. The Advisory Board has a chair elected from among its members.

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

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

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

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

ADVISORY BOARD

David Foley (Chair)
DJ FOLEY PROPERTY
CONSULTANTS

Andy Pick
KPMG

Frances Macadam
UNIVERSITY HOSPITALS
BRISTOL AND WESTON NHS
FOUNDATION TRUST

Keith Smith
AVON AND SOMERSET POLICE

Anna Naylor
BRISTOL FOLK HOUSE

Samir Savant
ST GEORGE'S BRISTOL

Matt Birch
UNIVERSITY OF BRISTOL

James Laverick
MARRIOTT HOTELS

Ben Philips
AMBASSADOR THEATRE GROUP

Danielle Kirk
LAMBERT SMITH HAMPTON

Mehmet Kandemir
THE BRISTOL HOTEL

Emma Linzel
SPOKE & STRINGER AND RESTORE

Marc Griffiths
MOTHERS RUIN AND THE CROWN

Jeremy Kynaston
THE ASSEMBLIES

Councillor Ani Stafford-Townsend
BRISTOL CITY COUNCIL
(ADVISORY)

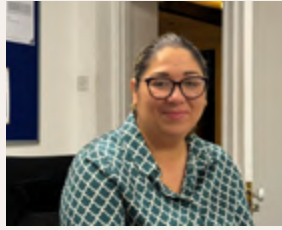
Victoria Matthews
BUSINESS WEST (ADVISORY)

Jason Thorne
BRISTOL CITY COUNCIL
(ADVISORY)

OUR TEAM



Vicky Lee
Director of BID



Carmen Ceesay
Bristol Business
Crime Reduction
Partnership Manager



Jenni Tamlin
Marketing Manager



Jess Turner
Marketing Executive



Laura Knight
Events Project Manager
(Maternity Cover)



Louisa Briggs
Project Manager



Paula Ratcliffe
Business Liaison and
Support Services
Project Manager



Sabrina Shutter
Events Project Manager
(Maternity Leave)



Stanley Gray
Marketing Assistant



Tom Swithinbank
Senior Project Manager



Yussuf Yusuf
Business Support
Assistant



Lewis Moody
Streetwise
Intervention Officer



Nat Naylor
PCSO



Kevin Barnes
Boschung Driver



Simon Korb
Cleansing Team
Operative



Tom Ryan
Cleansing Team Driver
& Team Leader

1. ENHANCING

Delivering projects that attract investment and talent, create a cleaner, greener and more attractive city centre, bringing residents, employees and visitors back into the heart of our city.



VISITOR EXPERIENCES

“THIS IS WHY WE LOVE BRISTOL”

Attendee quote

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 over August Bank Holiday weekend, this free-to-attend festival boasted 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, face painting, 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

St Nicholas Street

Live bands and DJs at Mother’s Ruin, The Crown, The Raven, Mr Wolfs, Seamus O’Donnell’s

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

ENHANCE AND PROMOTE FUND

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

LADY OF THE HOUSE

This interactive panel and workshop, at The Bristol Museum & Art Gallery was aimed at women and those from marginalised backgrounds. Lady of the House curated a high-value informative discussion with a diverse panel of promoters, DJs, and nightlife workers. They discussed issues of inclusion, safety, and representation in direct relation to the Bristol music scene. This panel was followed by a jam-packed networking showcase performance at the Redroom.

FESTIVAL OF NATURE

Bristol City Centre BID and Redcliffe & Temple BID were sponsors of this year's Festival of Nature 2024, which took place from Saturday 1st to Sunday 9th June.

It reached an audience of 30,000 people over 96 events which ran 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.

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.





BRISTOL INTERNATIONAL BALLOON FIESTA – BRISTOL IS SOARING

Supporting Bristol International Balloon Fiesta’s unique inauguration, which saw 18 balloons ascend 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.

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.

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), which included 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.

BRISTOL HARBOUR FESTIVAL

Bristol City Centre BID and Redcliffe & Temple BID were 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.

BRISTOL HARBOUR FESTIVAL MARKETING

10

pieces of coverage with a

592,315,510

combined reach

Businesses within the festival footprint welcomed additional visitors over the course of the weekend. With an estimated attendance of 200,000 across the weekend, with an economic impact of circa £5m. Looking ahead to next year’s festival we will be working to ensure businesses have the opportunity to meet the festival team more regularly to input into the weekend.



ANNUAL BRISTOL LIGHT FESTIVAL

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.

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.

“Bristol Light Festival has become my favourite event of the year. There are some parts of the city I never see but the Light Festival encourages access to some of our best buildings and enhances their best features.”

Attendee quote

SUPPORT FOR GREENER BUSINESSES

Bristol Climate & Nature Partnership

In March we launched our partnership with Bristol Climate & Nature Partnership with an event at JLL. The Climate Action Programme delivers a range of events and resources developed for city centre businesses to support them with their climate challenges and planning.

Over 200 people have attended Climate Action events with Engagement Officer Bex Shreeve having also engaged over 30 businesses to discuss the support those businesses need.

CITY WIDE CONSULTATIONS

We continue to represent our levy payers by responding to consultations and liaising with Bristol City Council on the future of the city centre. Our consultation work this year has included responses to: The Local Plan, Parks and Green Spaces Strategy, Harbour Placemaking Strategy and City Centre Transport Changes (CRSTS 1) Proposals.

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.



ATTRACT INVESTMENT AND TALENT

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

We have invested significantly in events, activity and campaigns to support businesses. In addition to the levy, we have generated a further £65,000 through partnerships and successful grant applications. This additional funding has amplified our activity and supported the development of new initiatives to support businesses.

BRISTOL GOOD FOOD HOSPITALITY SUSTAINABILITY GUIDE

We are pleased to be sponsoring this important resource for the city's vibrant hospitality sector, helping them make progress with their environmental sustainability. The guide was launched with a well-attended event in October.

VEOLIA

Our partnership with Veolia for waste and recycling continues to deliver major cost savings for levy payers, with the cost being **frozen in real terms, protecting businesses from big, unexpected increases in waste collection costs.**

Throughout recent years the percentage of waste recycled has risen significantly from 34% in 2019 to **64% in 2024.**

We have recently renewed our contract with Veolia - with increasing the quantity of waste recycled and further support for levy payers set to be a key feature of the new contract.



TRANSFORM THE PUBLIC REALM

GREENING

In November 2024 we worked with Avon Wildlife Trust to enhance their meadow on Brandon Hill, following a successful bid for funding from West of England Combined Authority's Pollinator Fund. We were pleased to see the meadow come to life in the summer and we will be doing further work to improve the meadow in Spring 2025.

We have recruited a part time gardener to help us improve the quality of the planting and maintenance of our in the Old City, Green Wall on Rupert Street and at Marlborough Hill Steps. We continue to search for additional locations for new planters.



PUBLIC REALM

We continue to support Bristol City Council's green infrastructure projects, working to ensure that businesses are consulted and are aware of any potential disruption to their day-to-day activities, whilst work is underway. Each location has £100k to spend on greening, seating and public art:

KING STREET:

Whilst infrastructure works were delayed owing to concerns around impacting existing utilities, work on making the area more accessible is now scheduled for early November '24. A raised seating/performance area has been designed and installation of this piece will take place after all works to the highway have been completed in the area, which is hoped to be in Q1 2025.



OLD CITY:

New seating and greening will be installed in Marsh Street and Clare Street, which has been designed by a local business, following consultation with Avon & Somerset Police's Design Out Crime Team. Businesses in the area have been engaged.

CENTRAL PROMENADE:

Bristol City Council are making improvements to the Central Promenade area to transform it into a vibrant public space. As part of this initiative, we are supporting the project by commissioning in partnership with the Bristol Legacy Foundation a socially engaged artist to create a large-scale 2D artwork that will be designed and installed to cover 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.



LIGHT UP CHRISTMAS:

We continue to invest and develop our annual Christmas lights display. With new festive schemes purchased for both Corn Street and King Street. New winter lights have been installed on Baldwin Street trees, Castle Park trees and College Green where the trees will be lit up in a colour wash design. A new run of festoon lighting along the full length of the Harbourside outside of the businesses has also been installed. The Disco Balls have undergone maintenance and repair and are all operational for the festival season.

We continue to carry 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 but, we continue to explore the options.





ADDITIONAL STREET CLEANSING

Our cleansing team provide a dedicated street cleansing and graffiti removal service across the Bristol City Centre BID area to levy paying businesses. They respond to requests from businesses for support on graffiti removal and requests for cleansing around their premises. The aim is for them to improve the appearance of the city and to make it feel more welcoming.

We have an electric pump van, operated by Tom and Simon, and a Boschung Scrubdeck vehicle that is shared across the city centre with Redcliffe & Temple BID and Broadmead BID.

This year the team have delivered over 1900 hours of additional cleansing and removed 1361 items of graffiti from businesses across the city centre. We operate in partnership with Bristol Waste to deliver a joined up and effective cleansing service across the city.

This February we celebrated 5 years of our cleansing service, taking our total pavement cleansing milage to over 17,200, removing nearly 7500 graffiti tags and inputting over 22,000 hours of additional cleansing work.

We are extremely grateful to our cleansing team for their dedication to their work over many early mornings, in all conditions be it; dark, wet or cold!

Building Manager, 1 Brunswick Square says: **“Bristol BID’s Cleaning Team with the wonderful Tom at the helm is invaluable to us at One Brunswick Square. As a city centre property, we require specialist cleaning and graffiti removal on a regular basis, and we can always count on Louisa to send Tom and his lads out, to provide excellent service with a smile.”**

2. PROMOTING

A collaborative approach to delivering innovative campaigns, events, activations and communications to promote Bristol. Celebrating everything that makes Bristol a special place to work, study and live.



ENGAGING AND ATTRACTING CONSUMERS TO SUPPORT FOOTFALL AND SALES FOR OUR LEVY PAYING BUSINESSES

PR

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

22
press releases

351
pieces of coverage
(up from 169 last year)

10,145,613,321
combined reach
(up from 4,485,936,797 last year)

Noteworth coverage include:
Hello, BBC Radio 4, The Sun and The Sunday Telegraph.

EXPLORE BRISTOL ON US

4
pieces of media

36,200
reach

📅 January



BRISTOL LIGHT FESTIVAL

210
pieces of media coverage

4,198,151,443
reach

179,991
Visit Bristol Takeover Reach

MOTHER'S DAY

3
pieces of media

5,272,124
reach

📅 March

BRISTOL BIKES FOR BUSINESS

10

pieces of media

994,219

reach

📅 February



EARTH DAY

3

pieces of media

100,561

reach

📅 April

CLIMATE & NATURE PARTNERSHIP LAUNCH

3

pieces of media

807,419

reach

📅 March



TAP FOR BRISTOL

5

pieces of media

592,069,800

reach

📅 June

NEW BCRP MANAGER

6

pieces of media

695,843,800

reach

📅 June

TEACHER'S TREATS

3

pieces of media

6,338,278

reach

📅 July

NEW BOARD MEMBERS

6

pieces of media

1,274,346,565

reach

📅 June



SUMMER CAMPAIGN

35

pieces of media

137,695,074

reach

📅 July

DR BIKE

5

pieces of media

567,900

reach

📅 August



BRISTOL COCKTAIL WEEKEND

35

pieces of media coverage

137,695,074

reach

Notable coverage: [Hello](#)

47,748

Visit Bristol Takeover reach

OLD CITY SOUNDS

25

pieces of media coverage

729,875,330

reach

Notable coverage: [BBC](#)

9,416

Website page visits

56,169

Visit Bristol Takeover reach

WEBSITE

Our website has seen an 18% increase in active users over the last twelve months, from 29,329 to 34,712. Total website visits for this period have increased by 16%, from 82,438 to 95,996.

Our most notable spike in active users was in August 2024 as a result of our Old City Sounds event which generated a total of 9,416 page visits from 5,680 users across dedicated event pages and news pieces.

Other popular pages over the course of the year have been:

YOGA EVENT LISTING

1,538 views

BRISTOL LIGHT FESTIVAL 2024 PROJECT PAGE

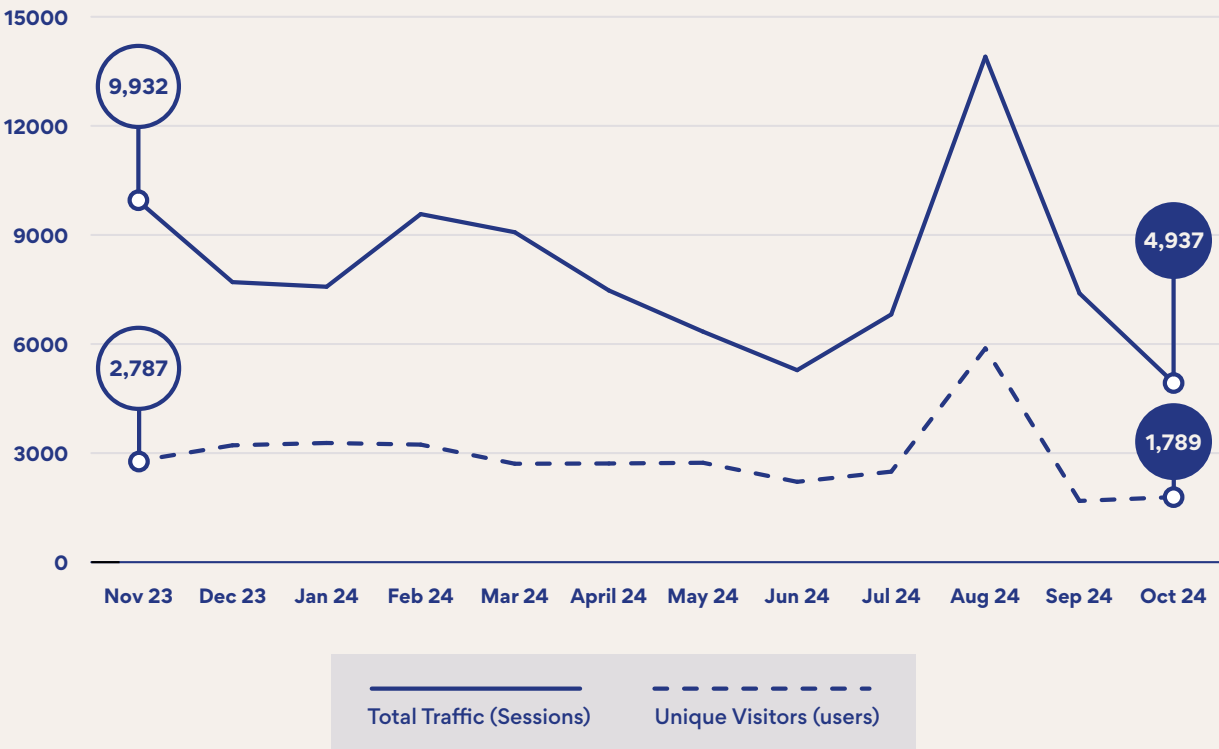
1,329 views

WHERE TO WATCH THE EUROS THIS SUMMER

1,251 views

BID TEAM MEMBERS

1,242 views



EMAIL

Our newsletter database remains engaged with our content, generating an average open rate of 29% for monthly newsletters and 27% for event newsletters. Click through rates are on average 5% for monthly newsletters and 6% for event newsletters.

This year, we have explored ways of increasing email engagement by experimenting with newsletter send times, adopting shorter subject lines, and moving from a single column to double column layout in our event newsletter. This has helped with newsletter engagement, compared to the previous 12 month which saw an average open rate of 25.5% across all newsletters.

Our most opened newsletter this year was May’s monthly newsletter with a 38% open rate and 6.8% click through rate.

SOCIAL MEDIA

TOP ORGANIC POSTS



1. Bristol Harbour Festival opening night creative callout

Date: 11th April 2024

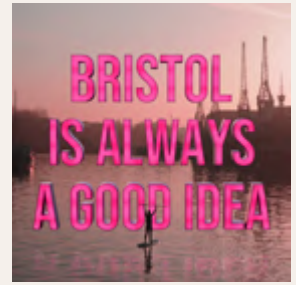
Reach: 2,917



2. BIDs team up with Bedminster Fire crews to deliver throwline training

Date: 13th June 2024

Reach: 2,734



3. Bristol Is Always A Good Idea launch post

Date: 9th July 2024

Reach: 2,583

TOP COLLAB POSTS



1. Bristol Light Festival 2024 opening night post

Date: 2nd February 2024

Reach: 48,671

Collab: Visit Bristol, Bristol Light Festival, Bristol Shopping, Redcliffe & Temple BID



2. Bristol Light Festival map and location reveal

Date: 30th January 2024

Reach: 35,549

Collab: Visit Bristol, Bristol Light Festival, Redcliffe & Temple



3. Bristol Light Festival 'City of Light' reel

Date: 3rd February 2024

Reach: 34,125

Collab: Visit Bristol, Bristol Light Festival, Redcliffe & Temple BID

SHOWCASING BRISTOL CITY CENTRE

LOVE BRISTOL GIFT CARD

SALES

Since the start of 2024, we have sold:

£52,571

£4,910

worth of physical gift cards

worth of digital gift cards*

Since launching in June 2022, we have sold **£144,545** worth of Love Bristol Gift Cards:

£123,785

£20,760

worth of physical gift cards

worth of digital gift cards



REDEMPTIONS

Since the start of 2024, gift card owners have spent **£35,174.91**:

£29,632.72

£5,542.19

186

on physical gift cards

on digital gift cards

businesses onboard

*A glitch in the system meant that digital cards weren't available for purchase during Jan – March 2024

LOVE BRISTOL GIFT CARD

3

pieces of PR coverage achieved a

6,338,278
reach

ORGANIC SOCIAL MEDIA POSTS REACHED

pieces of PR coverage achieved a

2,708

and

2,985

impressions across platforms.

LOVE BRISTOL GIFT CARD CAMPAIGNS

We continue to promote the Love Bristol Gift Card at key selling times throughout the year including Christmas, Mother's Day and the end of school term.

Explore Bristol on Us – January 2024

In January, we teamed up with more than 30 businesses in the centre of Bristol, offering 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 – March 2024

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.

This generated a PR reach of 5,272,124 and social media reach of 30,294 across both paid and organic 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).

Teacher's Treats – June & July 2024

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.



SUPPORTING AND SHOWCASING BRISTOL BUSINESSES

BRISTOL COCKTAIL WEEKEND

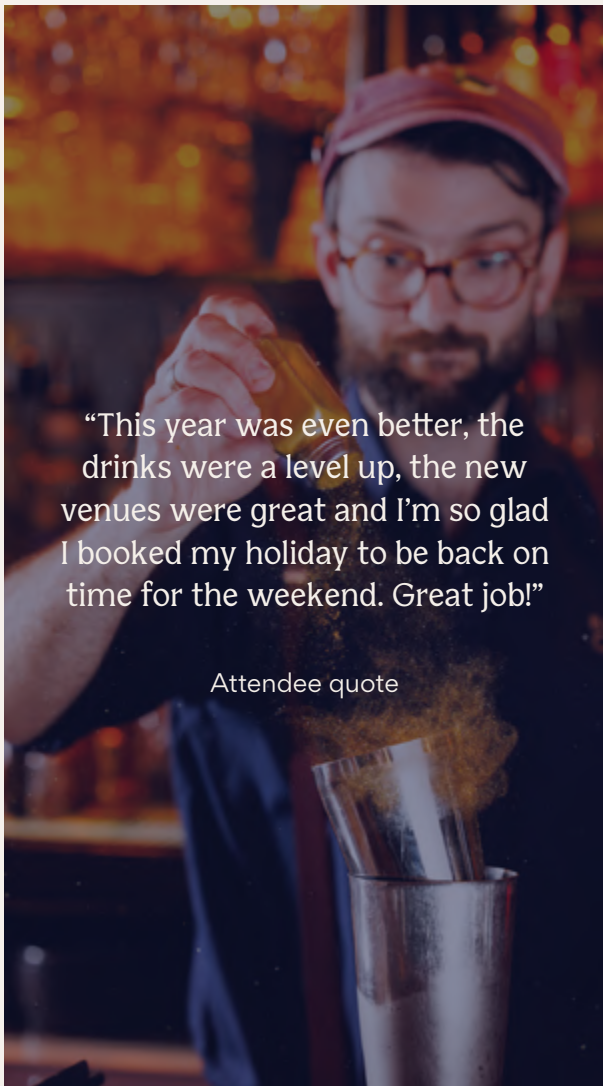
September saw the return of the increasingly popular Bristol Cocktail Weekend to the city. A Bristol City Centre BID sponsored the event that aimed to promote and celebrate the talented hospitality businesses – the stars of our nighttime economy.

Bristol Cocktail Weekend ran from the 26 - 29 September and provided cocktail lovers with a flavourful four days of drink and food - 85% of people said that they went to a new venue they had never been to before.

We worked closely together with the festival organisers, introducing them to our levy paying cocktail venues and our contribution enabled 23 levy payers to take part in the festival free of charge. A total of 35 venues, took part in the event offering festival wristband wearers a signature cocktail for £6. All venues also offered a non-alcoholic version of their signature drink for £5. The event saw a total of 1,500 festival wristbands being sold.

The event also included food offers from several venues as well as special events such as Mark Fortnum DJ & Sax, who blends classic instrumentals with modern DJ mixes and the aromatic Silent Pool Gin Aroma Class.

All signature cocktails were judged by expert industry judges as well as everyone who attended the event and Her Majesty's Secret Service announced as winner of Bristol Cocktail Weekend's Cocktail of the Year 2024, with their Custard Cream Colada.



CELEBRATING BUSINESS SUCCESS

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

BID FOUNDATION INDUSTRY ACCREDITATION

In Spring 2024, we were proud to be awarded with The BID Foundation's Industry Standards Accreditation for demonstrating high standards with transparency, accountability, and professionalism. The development of The Industry Standards Accreditation came after The BID Foundation's quest for excellence, ensuring BIDs across England uphold industry standards. We continue to play an active role in The BID Foundation on the Leadership Board and across the Working Groups to share best practice and develop BID Foundation policy across the four Working Groups: Public Realm, Place Marketing, Sustainability and Safe and Secure.



3. PROTECTING

Investing to reduce, challenge and raise awareness on crime and anti-social behaviour to protect city centre businesses, visitors and residents both day and night.



BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

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

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

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

DISC

The DISC database has grown in its use over the last year. This has been due to an increase in use from both the businesses and the police.

The increase in use followed the Safer Business Action Day that was hosted with Broadmead BID, which aimed to target shop theft and street-based anti-social behaviour (ASB). This was a very successful event, and many retailers were alerted to the benefits of DISC and reporting.

By having many prolific offenders listed on DISC, businesses can become more familiar with their faces which helps lead to arrests and increased police reports.

BRISTOL CITY CENTRE RADIO SCHEME

There are now over 100 radios distributed within Bristol City Centre BID businesses, and these continue to be used both day and night.

Refresher training is offered on a regular basis to businesses that hold a radio to ensure best practice use is continued and the communications remain valuable.

BETTER INTEGRATION AND BETTER CONNECTED

PCSO

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

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



RETAIL SECURITY MEETING

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

The police have been particularly proactive in improving this meeting and as a result, attendance has boomed, and positive actions follow. Tesco and Co-op have fed back how beneficial attending these meetings on a regular basis has been.

SAFER OFF THE STREETS

Our dedicated Streetwise Intervention Officer Lewis has been supporting businesses with the issues most affecting them. He has worked closely with the outreach services and 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.



TAP FOR BRISTOL

Over the last 12 months, TAP for Bristol has received £14,460 (01/11/23 - 15/10/24) in donations taking the total amount raised, since its inception, to in excess of £138,000.

The donations have in turn, benefitted 3 separate charities this year, all of which run projects to either help tackle the causes of homelessness or to provide emergency support to those who are already, or about to be, living with homelessness.

Caring in Bristol had a soft opening for their Z House, which receives funding from TAP for Bristol, in July and has been at full capacity ever since. The 4 rooms, provide 18-25 year olds with shelter from 8pm to 8am. Supplementary wrap-around support is also available during other times of the day to help equip them with the skills they need to move on to more permanent accommodation, whilst the wider Caring in Bristol team are able to link the young people with external agencies and help them overcome any barriers which they may be facing.

Emmaus received £5,000 which will be divided into smaller grants for individuals. These grants will enable existing Emmaus companions to move on into independent living properties by providing them with initial moving expenses, such as utility costs or deposits. This, in turn, will free up space in their shared living accommodation, for new companions to start their journey away from homelessness.

SLEEC (Survivors Leading Essential Education & Change) received a further £5,000 to be offered as mini grants to survivors fleeing domestic abuse to help them purchase essential items. This could be food, travel fares or personal security alarms and provided as instant grants, essential for those who are in emergency situations.

We are currently replacing a number of the oldest card readers to ensure consistent connectivity with upgraded networks.

NIGHT-TIME ECONOMY

SAFETY PROJECT OVERVIEW

PURPLE FLAG

Bristol was awarded with the Purple Flag accreditation for the 14th year running, based on the economic status and continuous safety of nightlife throughout Bristol's city centre. It is an internationally recognised accreditation programme incentivising cities to improve safety standards between the hours of 6pm and 6am. Highlights in this year's submission include the strength of the city-wide stakeholder partnerships, the engagement of the Street Pastors and the diversity of the city entertainment offerings.

SAFETY OF WOMEN AT NIGHT (SWAN)

In the early part of the year the BID continued to support Bristol City Council to facilitate anti-harassment training to the nighttime economy. This included two types of training session, anti-harassment training for night-life workers and also Champion training for the nominated Women's safety champion within each business. We delivered 10 sessions from November 2023-February 2024.

Bristol City Council has now continued the work and is further implementing the Women's Safety Charter across the city.

STUDENT SAFETY

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

This year we sponsored the Bristol 247 Student Guide to promote Bristol Rules and provide students with a low down on where to shop, eat, and have a good night out.

Bristol City Centre BID has supported Bristol Nights with producing multiple safety related campaigns including anti-drink spiking, the Bristol Rules, anti-sexual harassment, and harm reduction. These campaigns were consolidated into one concertina style flyer distributed to student halls, inserted into freshers guides and to venues across the city to promote a safe, but enjoyable night out in Bristol.

SAFE SPACE PROJECT

The BID is supporting Avon & Somerset Police with providing a 'safe space' in central Bristol on busy weekend nights. There will be a pilot of the service running in early December 2024 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.

WATER SAFETY

The Water Safety Partnership meets on a quarterly basis to discuss prevention and management of water-related incidents that may occur. The BID has supported with providing free throwline training to businesses that operate near Bristol's waterways. The Throwline training is delivered by Avon Fire and Rescue service. Venues such as The Watershed, V-shed, Thekla and 6 O'Clock Gin benefited from this potentially lifesaving training.



TACKLING VULNERABILITY

CITY CENTRE YOUTH PARTNERSHIP

We have joined up with the city centre youth partnership to start being involved with conversations around youth service provisions in the city centre. With youth crime on the rise and concern for young people's wellbeing and safety in the city, we are now taking an active role in the partnership to support young people across the city. We delivered training for retail security teams so that they can better understand the issues

young people are facing and how to respond if there may be safeguarding concerns for young people in their store.

We were invited to attend the Youth Council Campaign meeting to introduce the work the BID does and to become more connected with young people and their needs in the city centre.

STREET PASTORS

We continue to support the Street Pastors by funding their co-ordinator role. The Street Pastors patrol the city centre on Saturday nights, they offer a friendly presence to those enjoying a night out. They provide first aid care, or just a listening ear to those who need it. By linking up with door staff and the Bristol City Centre Radio Scheme they provide a valuable insight into the city at night.



CHALLENGING NEGATIVE PERCEPTIONS

DRINK SPIKING

We continue to supply venues with drink testing kits, venue guides and posters to raise awareness around the criminal activity of drink spiking. New kits were distributed in September alongside freshers' week and students returning to the city.

SAFER BUSINESS ACTION DAY (SABA)

Avon and Somerset Police, Bristol Crime Reduction Partnership (BCRP), Bristol City Centre BID, and Broadmead BID joined forces in March to hold two Safer Business Action (SaBA) days. These were 2 of over 200 days conducted by over 30 police forces across the UK. These days of action were supported by the National Business Crime Centre and held as part of Retail Crime Month of Action.

The objective was to hold targeted operations in the city centre to help tackle retail crime and anti-social behaviour impacting businesses. Through building rapport with local businesses, a SaBA day focuses on

building public and business confidence in the police and the crime prevention activity in place.

As a result of the SaBA day on 13th March:

- The teams visited a total of 57 retail businesses across the city. The police provided all businesses with further information regarding ways to report crime and contact details for the Neighbourhood Policing Team (NPT).
- The police arrested 1 prolific offender at a Sainsbury's store for 2 counts of robbery. The individual admitted to all offences and has been bailed with conditions. The police are now investigating 16 further robberies where this individual is a suspect.
- The police arrested 1 individual wanted on warrant.
- A partnership meeting was conducted with a Co-Op store that is currently experiencing a high volume of thefts. This meeting involved discussions surrounding a prolific offender and ways to improve security in the store to counteract this. The store was put in contact with the BID team for further support.

As a result of the SaBa day on 27th March:

- The teams visited 47 night-time economy venues across the city, including pubs, clubs, and restaurants. The police provided all businesses with further information regarding reporting and familiarising them with the NPT.

As a result of the SaBa day on 15th October:

- Avon and Somerset Police conducted both uniformed and plain clothed patrols to address crime and anti-social behaviour. Working in close partnership with Cabot Circus and The Galleries security teams and Bristol BCRP, the key outcomes included: four arrests made for theft, fraud, and drug offences, six stop searches conducted, and seven actions taken against individuals breaching community protection warnings and notices and criminal behaviour orders.
- Nat, our dedicated PCSO funded by Bristol City Centre BID, joined ranger Andy (Broadmead BID), and BCRP manager Carmen to visit over 20 businesses across Bristol City Centre area. They provided support with reporting and data intelligence sharing, along with tools available to reduce business crime.
- Sophie (Broadmead BID) joined police officers at the BSQ gazebo on the Podium to provide crime reduction advice to businesses and the public. The security teams from Cabot Circus and The Galleries also supported the event.

As a result of the SaBa day on 16th October:

- The business meetings on Wednesday brought together business leaders and employees for the second day of discussions, featuring presentations from Sgt Sean Underwood, from Avon and Somerset Police, Carmen (Bristol BCRP), Louisa (BIDs), Nat (PCSO) and Lewis (SIS). These presentations focused on the range of services available—from bike marking to walk-and-talk sessions—as well as guidance on reporting incidents to the police when businesses face challenges.
- Two presentations were organised, open to all Bristol BIDs businesses. Given the positive feedback, there is strong interest in holding additional sessions, as these events were very well received.
- Sergeant Sean Underwood said: "It was a fantastic day of action, and the results reflected that, by pooling all our expertise together within the partnership, we were able to increase our understanding of issues facing businesses, while targeting offenders and those responsible for antisocial behaviour. While it may seem obvious, the police can only respond to crimes and incidents that are reported to us; if we don't know about something, we cannot act. We hope proactive events such as this will build public confidence among the business community and increase reporting of issues to allow us to take the necessary action against perpetrators."

4. SUPPORTING

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



REPRESENT YOUR VOICE

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



PLACE SUPPORT PARTNERSHIP BUSINESS COST SAVINGS

Our project with Place Support Partnership, to help businesses identify and realise savings across various business operating costs, has continued in partnership with Redcliffe & Temple BID.

During the last year over £270,000 of savings have been identified for 67 businesses across the BID area and assisted savings (ie the value of realised savings) has reached an accumulated total of, in excess of, £157,000.

Savings for individual businesses have ranged from below £1,000 to over £41,000 with 10 businesses achieving savings of over £5,000. In many cases, the value of savings realised, has more than offset the value of the BID levy.

SUPPORT TALENT AND SKILLS IN THE CITY

ENGAGING BRISTOL STUDENTS

We have set up a working group, in partnership with Redcliffe & Temple BID to develop a project around improving the links between educational institutions and businesses who might want to employ a Bristol student into an early career programme. This working group will work to establish a programme of events and resources to support both sectors in their needs.

As the project develops, we will implement a series of events to support topics around employment and work experience.

INFORM DECISION MAKING THROUGH DATA INTELLIGENCE

In partnership with Redcliffe & Temple BID, we continue to invest in access to key spend, footfall and visitor data through our supplier Movement Strategies who provide insights from O2/Virgin Media and Visa.

This year we have launched a new monthly insights report for businesses to give an overview of current footfall, demographics and catchment area visitation and on a quarterly basis it details Visa spend by sector and international spend.

We also now have a new feature on the BID website that enables a week-by-week view of footfall from the Park Street and Victoria Street O2 Movement sensors that we have installed.

STRATEGIC PLANNING

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

2024 TRANSPORT EVENT

In partnership with Redcliffe & Temple BID we held an event in June 2024 giving an update from Bristol City Council's Head of Transport, Adam Crowther who shared details of planned transport changes in Bristol city centre over the coming years.

There was an opportunity to ask questions and provide feedback on transport priorities to the BID and Council via a roundtable exercise.

We used this session to understand business challenges providing a valuable resource for prioritising our future projects.

SUPPORT TEAMS AND PEOPLE

ONLINE LEARNING PLATFORM

The online, free Training Hub continues to provide a valuable resource to any employee of levy paying businesses across the city. The live, interactive videos cover a range of topics including mental wellbeing, project management, customer service and Office 365. During 2024 944 courses were booked.

DR BIKE

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

Over 228 bikes have been serviced in this last BID year.

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



LEVERAGE INVESTMENT

Our activity engages the interests of city-wide partners and colleagues who often support our projects to further amplify our activity. This includes our colleagues at Redcliffe & Temple BID, who we often work in partnership with to maximise impact and increase support for businesses. In addition to the £65,000 of external funding, our partnerships have match funded in the region of £250,000 in the last financial year.

LOVE OUR LEVY PAYERS

Our free Love Our Levy Payer events continue to be extremely popular; the business community love the opportunity to take a break from their desk during their lunch break or join us for an activity after work. The aim is to help professionals from across the BID area to connect with each other and try something new with a focus on mental, physical and environmental wellness and wellbeing. April's Stress Awareness month delivered a varied schedule that was hugely popular.

Over the past year, we have had over 528 people register to attend our events. Our most popular events are the 30-minute yoga sessions. We hold two of these sessions per month, during summer these are preferably outside in Queen Square or Castle Park, although we had challenges with the weather this year and so turned to venues, and during the winter we hold these at various venues around the city centre.

Free events within our programme have included:

- Yoga
- Behind the scenes Tours
- Wellbeing Walking Tours
- Photography Walks
- Mindful Sketching
- Tai Chi
- Crystal & Tibetan bowls sound bath session



BRISTOL CITY CENTRE BID: A LOOK AHEAD TO 2025

As we enter 2025, Bristol City Centre BID is excited to build on our mission of creating a vibrant, thriving, and welcoming city centre that champions economic growth and community wellbeing. With a packed calendar of events, key public realm enhancements, and a collaborative approach we're set to deliver a year full of impactful initiatives.

- **Christmas 2025** sees the launch of our Christmas campaign partnership with Visit Bristol and our Elf on the shelf activation. Brunelf, Bristol's own 15-ft version of The Elf on the Shelf® is back and ready to spread festive cheer across some of the city's most iconic locations. From Friday 22nd November – Tuesday 24th December, Bristol's giant Scout Elf will embark on a Christmas adventure, delighting Bristolians with his larger-than-life presence, playful holiday antics and some new-for-2024 Christmas surprises!
- **Bristol Light Festival:** Returning from January 31st to February 9th, this much-anticipated event will once again illuminate our city centre with vibrant artworks.
- **Central Promenade transformation** at the heart of the city centre, creating a destination for communities to meet. Through our partnership with Bristol Legacy Foundation, we are commissioning a socially engaged artist to create a large-scale 2D artwork that will be designed and installed to cover 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.
- New for 2025 the inaugural **Bristol Comedy Festival** taking place from Sunday, 12th January to Saturday, 25th January 2025, across various city centre venues. Supported by the BID, the festival aims to establish Bristol as a vibrant hub for comedy, providing a platform for both emerging and established talent whilst supporting venues throughout the city centre.
- **King Street Public Realm Improvements:** This year, we're proud to unveil the enhanced King Street area, complete with a newly commissioned seating and performance space designed by a local artist. This transformation will offer both locals and visitors a unique cultural venue that showcases Bristol's creativity and sense of place.
- **Women's Rugby World Cup:** As Bristol hosts two quarter finals and the semi-finals of the Women's Rugby World Cup, we are working closely with partners to animate the city with engaging activities and experiences, driving footfall to local businesses and fostering an electric atmosphere for fans and residents alike.
- **Wallace and Gromit Trail:** Set to take place next summer, this beloved city-wide event will bring Bristol to life with character-themed installations, offering an engaging experience for all ages and attracting a broad audience to explore our city.
- Continuation of our partnership with **Bristol Climate and Nature Partnership**, with proposals to develop bespoke support for businesses undertaking the first steps towards their climate action planning.

Bristol BID Consultation: Our BID consultation is currently underway, with overwhelmingly positive feedback that aligns with our "one vision" approach to strengthening Bristol's economic vitality and reputation. This dialogue reaffirms our commitment to fostering a resilient, dynamic city centre that's well-positioned for future success.

With each of these initiatives, Bristol City Centre BID is working to enhance the city's appeal, support local businesses, and bring our community together in a shared vision for a thriving and resilient city. Here's to an impactful 2025!

FINANCE

INCOME AND EXPENDITURE 2024/2025

2024-2025 BRISTOL CITY CENTRE PROJECTS & ACTIVITY		£
BID levy 24-25		955,700
Other income		60,000
TOTAL INCOME		1,015,700

2024-2025 BRISTOL CITY CENTRE PROJECTS & ACTIVITY		£
Enhancing		353,560
Promoting		224,000
Protecting		135,000
Supporting		80,000
Management and Overheads		182,826
Levy Collection Costs		20,000
Contingency		20,314
TOTAL EXPENDITURE		1,015,700



For any questions or to get in touch with your BID.

Please email either:

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