



# PERFORMANCE REPORT

OCTOBER – DECEMBER 2024  
QUARTER 4



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**ENHANCING**

**DELIVERING A BETTER BRISTOL FOR ALL**

# CLEANSING

This quarter we welcomed our new cleansing operative to the team. Simon joins Tom, and together they continue to engage with businesses and deliver a valuable cleansing service to the city centre.

- **October:** This month the team focused on deep cleansing areas around the Harbourside, The Granary, and along The Grove.
- **November:** The focus was on the Old City during November. Corn Street, St Nicolas Street, Clare Street and Telephone Avenue.
- **December:** with anticipated increased footfall, the team focused on areas that were impacted by this, such as Park Street, Queens Road and Baldwin street.



# GRAFFITI REMOVAL

The team undertake proactive patrols around the city following regular routes and they clear graffiti from businesses as they do this.

If you spot some graffiti on your building, please report it to us via [cleansing@bristolcitycentrebid.co.uk](mailto:cleansing@bristolcitycentrebid.co.uk).

Also report this to the police, as criminal damage, to support them in tackling this ongoing issue.

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

- **October:** 77 items of graffiti were removed
- **November:** 252 items of graffiti were removed
- **December:** 87 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 still pending. BID have chased for further detail on this.

**Infrastructure works:** Infrastructure works on Queen Charlotte Street have been paused owing to the discovery of an unmarked utility. The phasing schedule has now been revised to prevent any further delays and work on the eastern end of the street has been moved forward to accommodate this.



# GREENING/INFRASTRUCTURE & PUBLIC ART ... cont.

## Old City -

**Public Art:** Following an engagement meeting with businesses on King Street where there were no objections to the design of the installation (as shown), fabrication is expected to begin within the month. The image shown is an overhead view of the seating/performance area with bespoke tiling and planting.

**Greening & Infrastructure:** Updates are awaited from BCC on the progress of the project, anticipated w/c 27th January.



## GREENING & PUBLIC ART

- **Park Street** - This project has been put on hold while the team explore the opportunity to add a larger seating area to University Road, now that it has been confirmed that this will not re-open. We will engage with Park Street businesses once plans become clearer.
- **Central Promenade** – works begin in late January, 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 volunteer gardening session at our meadow on Brandon Hill for Spring 2025.

## **Berkeley Square**

We have met with University of Bristol to discuss opportunities for Berkeley Square and have recently emailed and posted letters to all addresses in Berkeley Square to gauge interest in working together on a plan for the square.

## **Old City Planters**

Our gardener continues to work hard to maintain the planters in the Old City, removing litter and refreshing the planting. We are currently exploring moving some of the planters to locations where they are less likely to be damaged.





## TRANSPORT PROJECTS

In October we submitted our response to City Centre Transport Changes proposals supporting the proposals, especially the changes for Bedminster Bridges Roundabout and Temple Way but also highlighting some concerns around missing elements especially around Broadmead and Bond Street.

Transport works for the A37/A4018 corridor, which were first consulted upon in 2020, have been revisited by BCC and we continue to engage businesses in the area to ensure that their views are considered prior to the commencement of work. Online meetings have been arranged in January to ensure that businesses are fully informed. Read our response [here](#).

December marked the conclusion of our Cargo Bikes for Bristol project. We've not seen the uptake from the subsidies and the support offered from businesses. We'll be working with BCC to allocate the unspent subsidy to a complimentary cargo bike fund and continue to work with BCC and WECA to understand how we can support further freight consolidation projects.



# BRISTOL CLIMATE & NATURE PARTNERSHIP

Two events took place in Q4:

- Supplier Engagement Climate Action Breakfast – 44 attendees
- Senior Leadership Engagement Workshop – 20 attendees

In Q1 of 2025 three events take place:

- 29th January – Measuring Your Carbon Data - [book here](#).
- 5th February – Legal Sector Roundtable
- March – Communicating Climate Action

We are also developing our new Service Agreement for April 2025 – October 2027, this will include three rounds of a 'Getting Started Programme' for 10 businesses per round to support businesses at the start of their journey.



# BRISTOL LIGHT FESTIVAL 2025

Bristol Light Festival returns from Friday 31st January to Sunday 9th February.

With all the installations announced, this year is shaping up to be another fabulous event! This year, we continue to focus on encouraging visitors to extend their visit to the city, engaging with local businesses and promoting hotel and food & drink offers, cultural destinations and fringe events. In addition, Queen Square will become an Event Hub with the addition of a merchandise chalet and a hand-picked selection of food and beverage offerings within the Square.

The build for the event will start on Monday 27th January with the team working with stakeholders and host venues around the city to create the 2025 event.

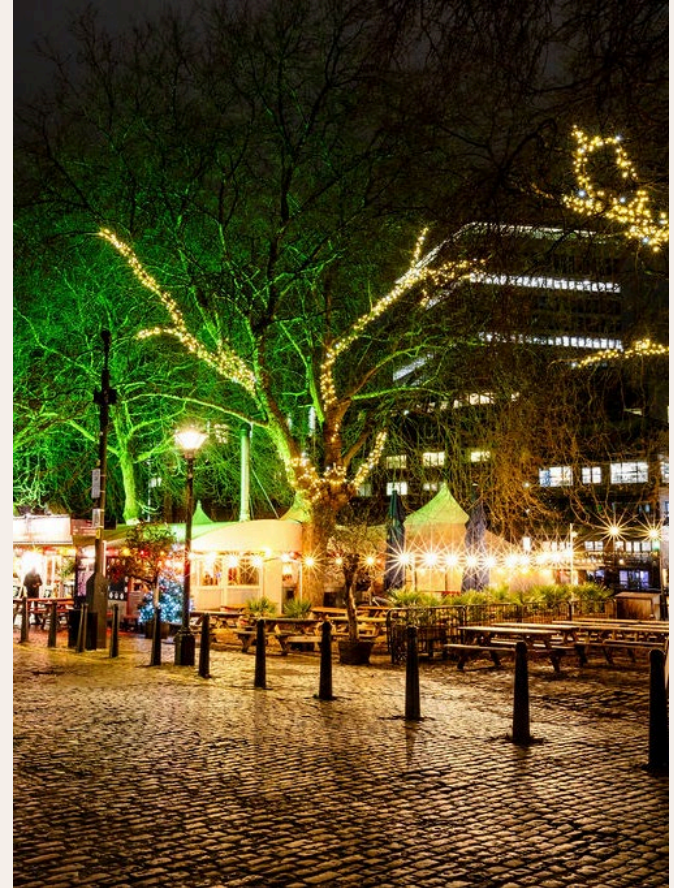


## FESTIVE AND WINTER LIGHTS

**Festive Lights:** Annual testing and repairs were all carried out with remedial works and replacements where necessary. A new festive scheme was purchased for King Street and an additional crossing added to Narrow Quay to further compliment the lighting in the trees along the waterfront. In addition, we provided and installed a permanent run of festoon lighting along the Watershed side of the river.

**Winter Lights:** New winter tree lights were installed along Baldwin Street to continue the run from the Welshback. College Green was lit up using a colourful selection of wash lights to enhance ambience in the area with the addition of a new set of trees which were dressed for the Winter season.

**Disco Balls:** These have undergone maintenance and repair and are all operational for the festival season.



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**PROMOTING**

**DELIVERING A BETTER BRISTOL FOR ALL**

## ELF ON THE SHELF

We collaborated with Redcliffe & Temple BID on a giant Elf on the Shelf campaign in December. Other BIDs also got involved, with giant Elf on the Shelf's also appearing in Liverpool and Croydon.

The cheeky Elf relocated to several key locations in the city throughout the month and we also ran a social media competition to capture the best 'Elf-ie' to encourage user generated content.

This activation was staged to raise brand awareness and increase footfall in the city.

### PR results:

- Media coverage: 8
- Media reach: 698,369,500
- Social coverage: 12
- Social reach: 372,400
- Total coverage: 20 pieces
- Total reach: 698,741,900



# LOVE BRISTOL GIFT CARD

Over 180 businesses across the city now accept the gift card.

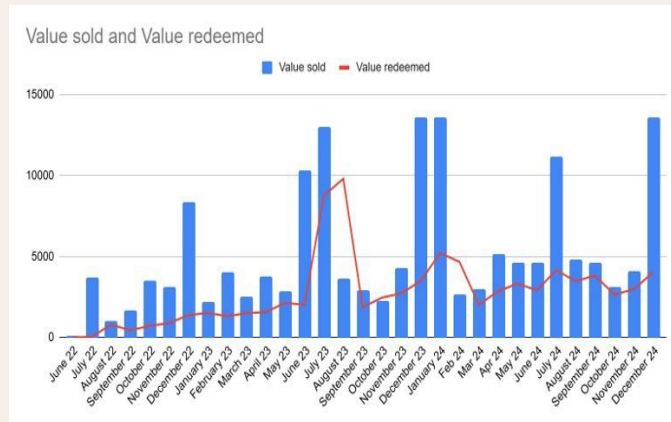
## Q4 Sales

- Since the start of October 2024, we have sold £22,226.03 gift cards.
- December was a record sales month with £13,585 gift cards sold.
- Year-on-Year sales are up 15% from £65,355 in 2023 to £75,034 in 2024.
- Since launching in June 2022, we have sold £163,364.03 Love Bristol Gift Cards.

## Redemptions

- Since the start of October, gift card owners have spent £10,766.49.
- 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.

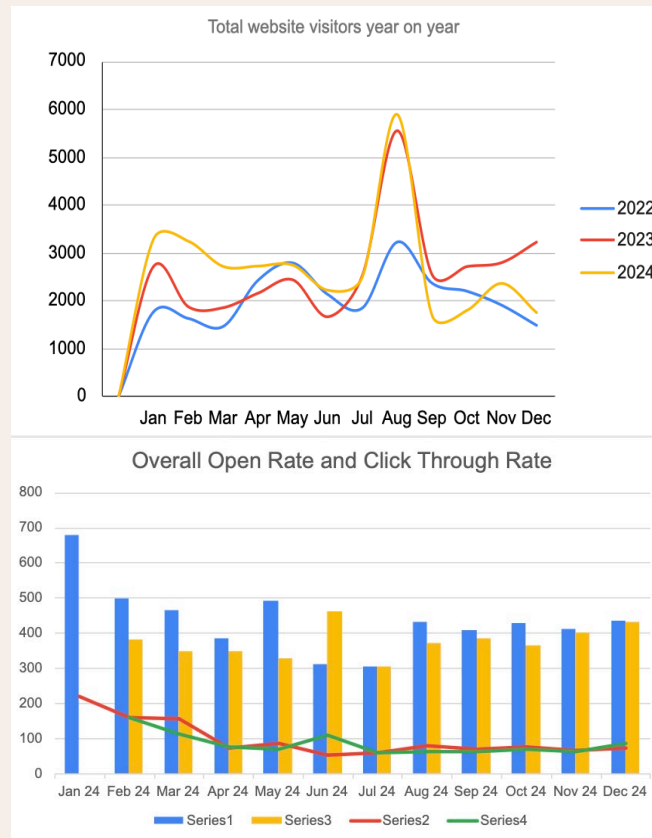
If you're not yet signed up to accept the card you can do so [here](#), or by contacting [Stan](#).



## WEBSITE & EMAIL

The graph on the right shows website visitors MoM dating back to 2022. Q4 2024 saw 15,402 visits from 5,886 users. This was a 32% decrease in web visitors compared to Q4 2023 and a 34% decrease compared to last quarter. The most viewed pages for this quarter include [Christmas lights news piece](#), [Christmas party offerings](#), and [yoga event listing](#).

Our monthly newsletters and Love our Levy Payers event emails have maintained unique open rates between 27-32%. The best open rate was for our October newsletter and December events newsletter, which both achieved an open rate of 32%. The December events newsletter achieved the highest click through rate this quarter, with 6.47%. Please encourage your colleagues and employees to [sign up](#) to our newsletter to be the first to hear about our levy payer exclusive events.



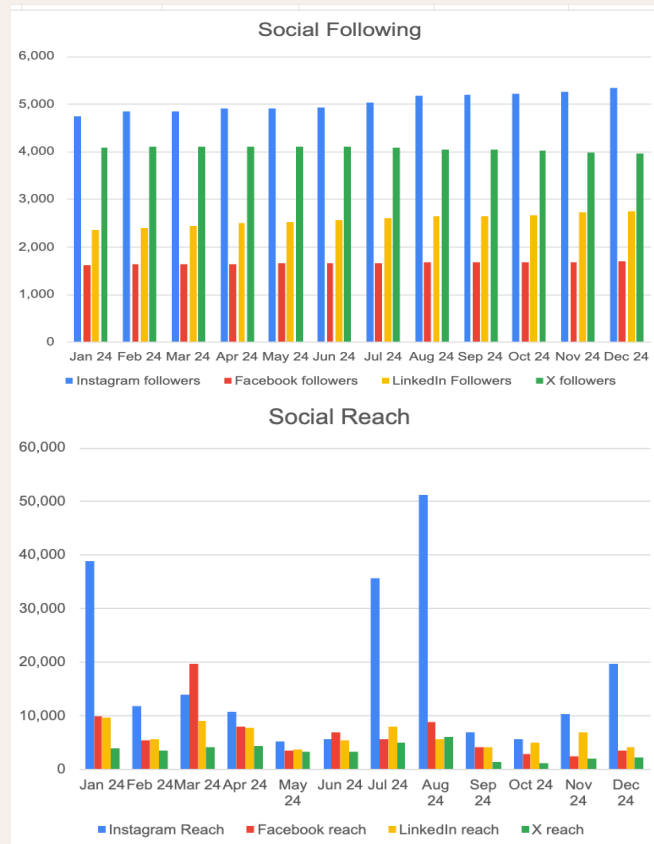


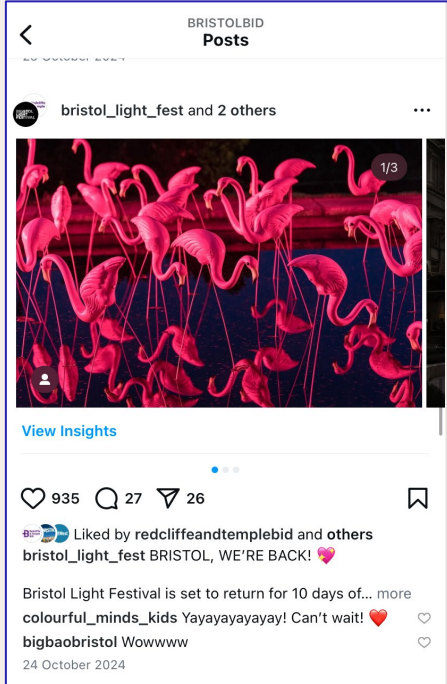
# SOCIAL MEDIA

We are continuing to grow our social media channels in Q4. LinkedIn was our highest growing channel this quarter with a 3.82% increase compared to Q3 2024 (up to 2,746 followers). Instagram also saw a 2.99% increase in followers, from 5,180 at the end of Q3 to 5,335 at the end of Q4.

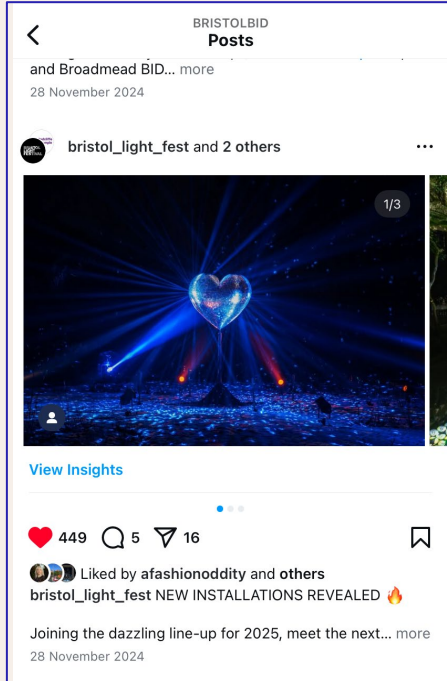
There was a decrease in reach across all social channels this quarter compared to Q3 2024. However, compared to Q4 2023, Instagram reach was up 331%, from 8,196 to 35,298, and Facebook reach was up 28%, from 6,762 to 8,672.

This quarter, December was our most successful month with a cross-channel reach of 29,145.

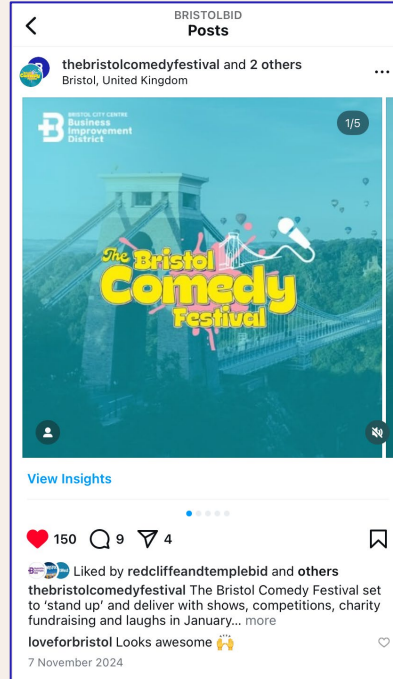




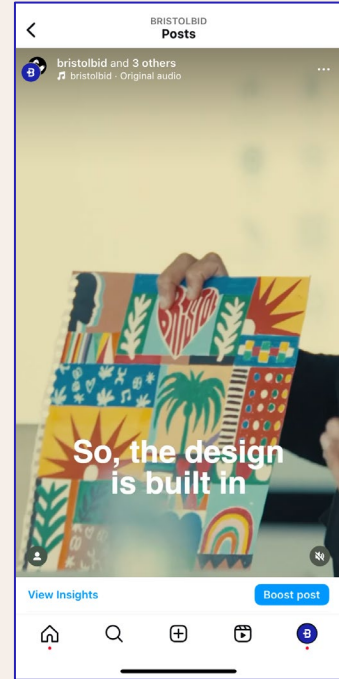
**Likes: 935**  
**Reach: 13,090**  
**Engagements: 1,087**



**Likes: 449**  
**Reach: 8,365**  
**Engagements: 505**



**Likes: 150**  
**Reach: Not available**  
**Engagements: Not available**



**Likes: 143**  
**Reach: 2,267**  
**Engagements: 146**



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# 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 – 155
- Verbal Warnings – 42
- Referrals for Substance Misuse Support – 45
- Criminal Behavioural Order – 1
- Referrals for Health Support – 16
- Civil Injunctions – 1
- Referral for Financial Support – 13
- Community Protection Notice – 5
- Community Protection Warning – 11



## DEDICATED PCSO

Nat has made 208 engagements with 61 businesses this quarter. October's SABA Week - a collaboration involving Avon and Somerset Police, Bristol BCRP, and the Broadmead, Redcliffe & Temple, and Bristol City Centre BIDs - Nat played a pivotal role in tackling crime and antisocial behaviour in Bristol, resulting in:

- **4 arrests** for theft, fraud, and drug offences.
- **6 stop searches** conducted.
- **7 enforcement actions** for breaches of CPN and CPW.

Beyond SABA Week, there was a sustained focus on addressing breaches of Criminal Behaviour Orders (CBOs) in key areas:

- **October:** 10 CBO breaches on Millennium Promenade, Prince Street, Brunswick Square, and Waitrose Queens Road.
- **November:** 7 CBO breaches on Anchor Square, Sainsbury's Broad Quay, and Pero's Bridge Waterfront.
- **December:** 10 CBO breaches on College Green, Cathedral Walk, Tesco Millennium Promenade, Wine Street, and St Augustine Parade.



## SAFE SPACE PILOT

During the nights of 6th and 7th December we ran our first Safe Space pilot. We worked with Avon & Somerset Police, Hope Against Suicide, Bristol Street Pastors and the businesses to provide a supportive service in the city on those nights.

On the Friday we helped 9 people, and on the Saturday, we helped 12 people. The cases ranged from individuals wanting someone friendly to talk to, needing help arranging transport home and someone even had their shoe fixed with a cable tie!

We have received valuable feedback from people we helped directly and family members of some individuals.

Bristol Safe Space will return on 31st January and 1st February to again test the need for a permanent service like this.



# TAP FOR BRISTOL

## Monthly Figures for Q4

- **October:** £1,218
- **November:** £1,263
- **December:** £1,644
- **JustGiving:** £598

Total raised for Quarter 4: £4,723

No grants were made in Q4.

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 ongoing to ensure that the internal modems are 5g compatible.



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**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.

Q3's report is also now live and [available here](#).



## BUSINESS LIAISON

- Arranging meetings with Park Street & neighbouring businesses & BCC to ensure everyone is fully informed of the transport corridor works for A37/A4018.
- Attendance at Sustainability & Greening workshop and Public Realm workshop to engage businesses on the consultation to unite the 3 central BIDs.
- Engaging businesses with our consultation via tenants' and 1:1 meetings.
- BID representation at regular meetings with Brunswick Square businesses and A&S Police to formulate a collaborative approach to dealing with the issue of anti-social behaviour in the area.
- Attendance at Ministry of Housing, Communities & Local Government discussion, on the impact of the August riots across the country, on the business community.



# COST SAVINGS

## Q4 - 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 Q4

Quotes pending for Bristol Grammar School, Pizzarova and Eunomia.

**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

The popular Deep Stretch Yoga classes saw 6 classes between October and December, plus Behind the Scenes Tours were introduced for the winter months and proved hugely popular, with many individuals enjoying private tours of the Bristol Old Vic and the Bristol Beacon, and these will be continuing into the new year, with tours booked with the Bristol Hippodrome and St Mary Redcliffe Church.

### Love Our Levy Payers – Seasonal Events

In the run up to the festive season we hosted a stunning wreath making workshop, with Jade Oliver, of Heavenly Homes & Gardens, and Winter Light Photography Walks – which was sadly cancelled due to adverse weather.

There were 163 sign-ups to these events.



## DR BIKE

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

In Q4 we held four Dr Bike sessions, in October, November & December monthly sessions at Bristol Beacon, and at Castlemead, with the decision taken to not to host so many sessions in the colder months.

49 bikes were maintained in Q4.

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.



## FREE TRAINING HUB

This quarter 145 training events were attended across the 3 BIDs, with the top course categories being 20-minute Micro-Learning, Leadership and Office 365.

### **The most attended sessions were:**

Excel, Leadership Essentials, Communication Skills and Project Management

### **Top business users:**

- Bristol and Weston Hospital Charity
- Accor Group
- Loungers



# ENGAGING BRISTOL STUDENTS

This quarter we have been developing the outcomes of the working group meeting held in September into a structured project plan. We will work to deliver these projects over the coming year.

- **Promote** student showcase events to the wider business community.
- Create a **toolkit for SMEs** on how to recruit someone into an early career or host someone for work experience.
- Create a **toolkit for educators** that provides links to businesses who are keen to support work experience and provide ways in which they can support their students to be ready for employment.
- Facilitate a programme of “**Insight Sessions**”. Hosted by businesses, on a range of topics tailored to either students or businesses.
- Host a structured **networking meeting** for recruiters and educators

These plans will be elaborated on during the next working group meeting in February 2025.





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# **BID FINANCE**

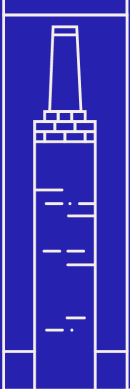
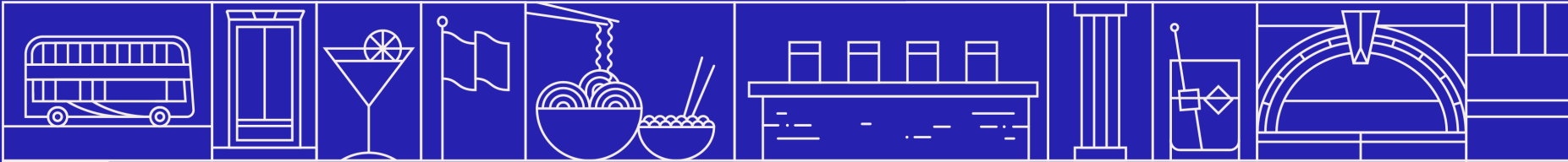
## BRISTOL CITY CENTRE BID BUDGET – Forecast for 2024-25

Finance Table	24/25 Actual	23/24 Prospectus Budget
	Nov24 - Oct25	
<b>Income</b>		
Levy at 1.5%	1,007,567	955,700
Other Income	46,875	60,000
<b>Total</b>	<b>1,054,442</b>	<b>1,015,700</b>
<b>Expenditure</b>		
Enhancing	487,176	353,560
Promoting	234,679	224,000
Protecting	163,381	135,000
Supporting	121,444	86,586
Levy Collection		13,414
Management and overheads	163,808	182,826
Contingency	-	20,314
<b>Total</b>	<b>1,171,690</b>	<b>1,015,700</b>
<b>Underspend/(Overspend) current year</b>	<b>-117,248</b>	<b>0</b>
<b>Underspend b/fwd previous years</b>	<b>194,501</b>	
<b>Total underspend/(overspend)</b>	<b>77,253</b>	

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 – this carry forward is reflected in the enhancing theme.

Collect rate 2023-24 98.67%

Collection rate 2024-25 (delayed)



**THANK YOU**

