



# PERFORMANCE REPORT

APRIL – JUNE 2025  
QUARTER 2

## BRISTOL BID UPDATE

On 4 July, we were informed that businesses across Bristol city centre have voted in favour of creating a single, unified Business Improvement District (BID), ushering in a new era of partnership, investment and ambition for the city.

The result showed strong support, with 75% of votes cast in favour and 85% by rateable value, confirming a clear mandate for the new BID.

The new Bristol BID will formally launch on 1 November 2025, bringing together the existing Bristol City Centre, [Broadmead](#) and [Redcliffe & Temple](#) BIDs into one organisation representing over 1,000 businesses.

This landmark decision follows months of consultation, hundreds of business engagements and a citywide ballot, demonstrating strong confidence in a unified future.



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# ENHANCING

DELIVERING A BETTER BRISTOL FOR ALL



# CLEANSING

- **April:** The team were able to dedicate some time to deep cleansing outside some specific levy paying businesses, such as The Bristol Hotel, The Granary and various Harbourside businesses.
- **May:** With increased sunny weather the team focused their attention to the old city and did some focused deep cleans in this area.
- **June:** Bristol Beacon received a full deep clean, and areas around Castle Park were also focused on. Specifically, Wine Street and Corn Street.





# GRAFFITI REMOVAL

The team undertake proactive patrols around the city, following regular routes and clearing 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 it 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/)

- **April:** 169 items of graffiti were removed
- **May:** 161 items of graffiti were removed
- **June:** 72 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:

## King Street/Queen Charlotte Street

This project has been severely delayed due to issues with contractors and unexpected additional work.

Whilst Phase I works to Crow Lane are now complete, the remaining works (as detailed below) are still awaiting completion:

### Phase 2.2

- Raising the table on Queen Charlotte St, to connect the two ends of King St
- Creating a built-out area for leisure use (and the siting of the public art)
- Installation of dropped kerbs



# GREENING/INFRASTRUCTURE & PUBLIC ART CONT.

King Street/Queen Charlotte Street

## Phase 2.3/2.4

- Additional build out area opposite Cathay Rendezvous
- Dropped kerbs for disabled access (various)
- Re-siting of cycle racks
- Removal of existing small kerbed islands
- Installation of build out area (Queen Charlotte St end)

We are now informed that these works are due for completion in October 2025.

We have raised our concerns regarding the works taking place over the busy summer trading period and understand that BCC are looking closely at the issues.





# GREENING & PUBLIC ART

## Park Street

Planters on Park Street, Queens Road and University Road will be installed in the Autumn and will be maintained by our gardening and maintenance service - see note on next slide.

## Central Promenade

Bristol City Council's work repairing and improving the Central Promenade is almost complete. The cycle lane has been repainted following lots of feedback, including representations from the BID. As part of this initiative, we have supported the commissioning of an artist to create a 2D artwork that will be applied to the central surface area.

The artwork will celebrate Bristol's diversity and creativity and be a pivotal element of the promenade's rejuvenation, reflecting themes of playfulness, memory, and community spirit. This mural is planned to be completed in September.



# GREENING

## CIL Applications

Community Infrastructure Levy applications were submitted for seating on The Grove (by Prince Street Bridge), a new garden outside the Cathedral and improvements to the barge in floating harbour near Bristol Bridge.

- The Grove unsuccessful
- The Cathedral Garden progressed to Stage 2 of the process
- The Barge progressed to Stage 2 of the process

These projects are planned to be delivered in 2026.

## 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 recruiting for a dedicated role (employed by Bristol Waste) to water and remove litter from the planters. We aim for this role to start in July.



# TRANSPORT PROJECTS

Transport works for the A37/A4018 corridor (Park Street and Queens Road), which were first consulted upon in 2020, have been revisited by BCC and were approved at BCC Committee in March.

We await updates on several proposed concessions that were requested by Park Street and Queens Road businesses, and these are currently being discussed within BCC and with the West of England Combined Authority.

Our Annual Transport Update was well attended with 80 businesses in attendance to hear updates from Cllr Ed Plowden and Adam Crowther (BCC Head of Transport), attendees also provided feedback as part of a workshop on their transport priorities, [see here for the feedback.](#)

We are awaiting a date for the first meeting of the Workplace Parking Levy Steering Group, to include Business West and Bristol Hoteliers Association.





# BRISTOL CLIMATE & NATURE PARTNERSHIP

Three events took place in Q2:

- Intention to Action Clinic: Supplier Engagement ~20 attendees
- Understanding Impact on Nature ~45 attendees

In Q3 and Q4 events three events are due to take place:

- Transforming Business Travel – [book here](#)
- Your Digital Impact – September (date TBC)
- Legal Roundtable – September (date TBC)
- Hoteliers Round Table – October (date TBC)

The 'Getting Started Programme' concludes on 7<sup>th</sup> July, the third workshop offering support to Bristol businesses and organisations. We will review the success of this programme and invitations for the next round.

Case study: Two Minutes with Alison Mansfield – The Clayton Hotel – [read here](#).

Resource: Engaging Senior Leaders: [read here](#).



## FESTIVAL OF NATURE

We sponsored Bristol Natural History Consortium's Festival of Nature 2025 which returned to Bristol from 7-15 June 2025.

Another week of in-person and online events for all ages, with film screenings, guest appearances, arts and crafts, experiments, screenings, walks, talks, tours, exhibitions and music.

The team worked with us again by programming events with employees of our businesses in mind, from lunchtime activities to events after work. In addition, for the first time the team organised a dedicated professional programme for professionals working, studying, or volunteering in the environmental, nature, or health sectors.

We will receive the detailed post report from the organisers next month.



## BRISTOL LIGHT FESTIVAL

Proposed dates for the 2026 Bristol Light Festival have been submitted to Bristol City Council as part of the general expression of interest process. Date options have been submitted for February and March to allow us to determine the time when the event will be most beneficial to businesses and visitors in the early part of 2026 to continue to meet the event objective of driving footfall into the City at a quieter time of the year.

The artist call out had over 175 applications to join the 2026 event. Katherine Jewkes (Creative Director) is conducting the shortlisting process to establish those which best suit the objectives of the event in terms of budget and suitability for the nature of the event.

The team will meet to review the shortlist and then seek to engage the artists in the next couple of months, before identifying the best locations for hosting the artworks in 2026. Venues have already shown interest in hosting again and the team are excited to seek new and interesting venues to accommodate the artworks.





## FESTIVE AND WINTER LIGHTS

To support the Summer campaign on Park Street and Queen's Road, testing of the Festive Light fixings has already been carried out. This allowed for the opportunity to test all fixings across the city at the same time, determining their ongoing suitability to accommodate the Festive Lights for 2025.

Work is being carried out with the appointed contractor to look at options and areas for enhancement for 2025 and establishing remedial works to maintain the safety and vision of the lights installed throughout the city.

Seeking to build on the success and feedback of the winter tree lights to be operational from October to March and identifying options where new and additional tree lights can be installed to contribute to well lit walkways in darker areas within the city.



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# PROMOTING

DELIVERING A BETTER BRISTOL FOR ALL

## WOMEN'S RUGBY WORLD CUP 2025

The aim is to create a celebratory feel to Bristol during the length of the tournament but to focus on activities during the weekends when the city is hosting matches.

*The activity is being supported and delivered as a partnership approach between Visit West, Bristol City Centre Business Improvement District (BID), Bristol City Council (BCC), The West of England Combined Authority (WECA), Broadmead BID, Redcliffe & Temple BID and the city's businesses.*

*The partnership will provide in-kind and financial support covering access to public realm, marketing, communications, event management services, engagement with the community and businesses.*

# WOMEN'S RUGBY WORLD CUP: LIVE IN BRISTOL





# WOMEN'S RUGBY WORLD CUP 2025

## Bristol Fixtures & Fan Park Operations:

### **Saturday, 13 September 2025 - Quarter-final 2:**

- Winner of Pool B vs. Runner-up of Pool A
- Kick off 4pm
- Fan zone entertainment timings: 11am-7pm

### **Sunday, 14 September 2025 - Quarter-final 4:**

- Winner of Pool A vs. Runner-up of Pool B:
- Kick off at 4pm
- Fan zone entertainment timings: 11am-7pm

### **Friday, 19 September 2025 - Semi-final 1:**

- Winner of Quarter-final 1 vs. Winner of Quarter-final 2
- Kick off 7:00 pm
- Fan zone entertainment 3pm-9pm

### **Saturday, 20 September 2025 - Semi-final 2:**

- Winner of Quarter-final 3 vs. Winner of Quarter-final 4
- Kick off at 3:30pm
- Fan zone entertainment 11am-7pm



**Warm Up Zone:** Welcome point.

**Match Prep:** Crafting area including make a rugby shirt, rugby belt, a red roses flag, signs and face painting.

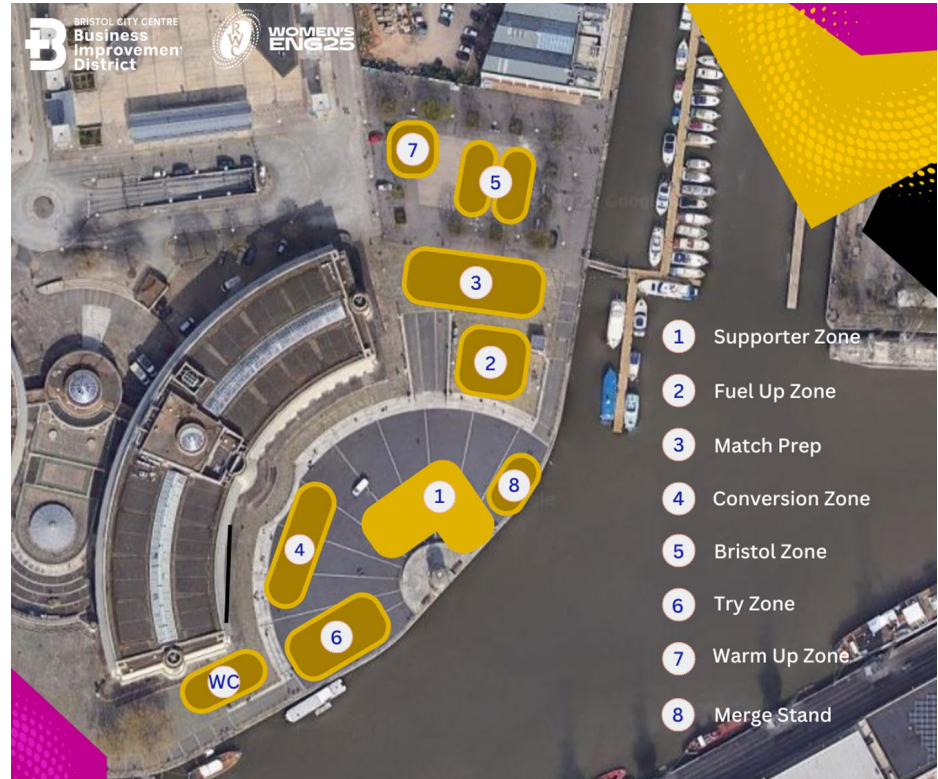
**Conversion Corner:** Local rugby & sports clubs and other relevant stalls.

**Try Zone:** Have a go activities.

**Supporters Zone:** Big screen and seating area to watch the games plus stage with performance from BBC Introducing artists and local talent (working with WECA)

**Bristol Zone:** Activities from well-known Bristol attractions such as; Bristol Wave, Mendip Activity Centre, Wake the Tiger, Air Giants, We the Curious.

**Fuel up Zone:** Food and drink offers.



## Updates

National and local press release announcing the fanzone end of July.

50 days to go was marked with new mural at Amphitheatre.

Received 53 entries to our Expression of Interest from local organisations and sport clubs. RWC currently reviewing EOF entries.

Recruiting MCs – local sports figures.

In discussion with Buoy Events for F&B offering.

Looking for sponsors of have a go activity field.

Volunteering recruitment ongoing.



WOMEN'S RUGBY WORLD CUP ENGLAND 2025



# LOVE BRISTOL GIFT CARD

Over 190 businesses across the city now accept the gift card.

## Q2 Sales

- Since the start of 2025, we have sold £27,259.28 worth of gift cards.
- May 2025 saw an increase of over 25% from May 2025.
- Since launching in June 2022, we have sold £204,975.31 worth of Love Bristol Gift Cards.

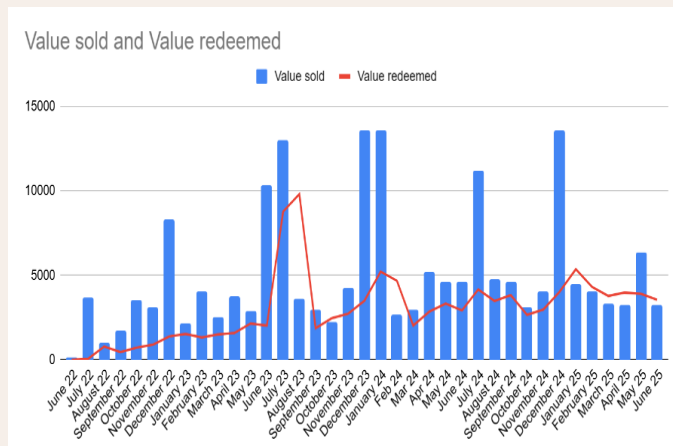
## Redemptions

- Since the start of January, gift card owners have spent £27,852.71.
- This has been another record-breaking quarter for LBGC redemptions, which are up on 2024 redemptions every month in Q2.

## Strategy

- Q2 has seen a focus on marketing with targeted campaigns around Mother's Day and End of Term Teacher's Treats as well as a call to press celebrating three years of the Love Bristol Gift Card.

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

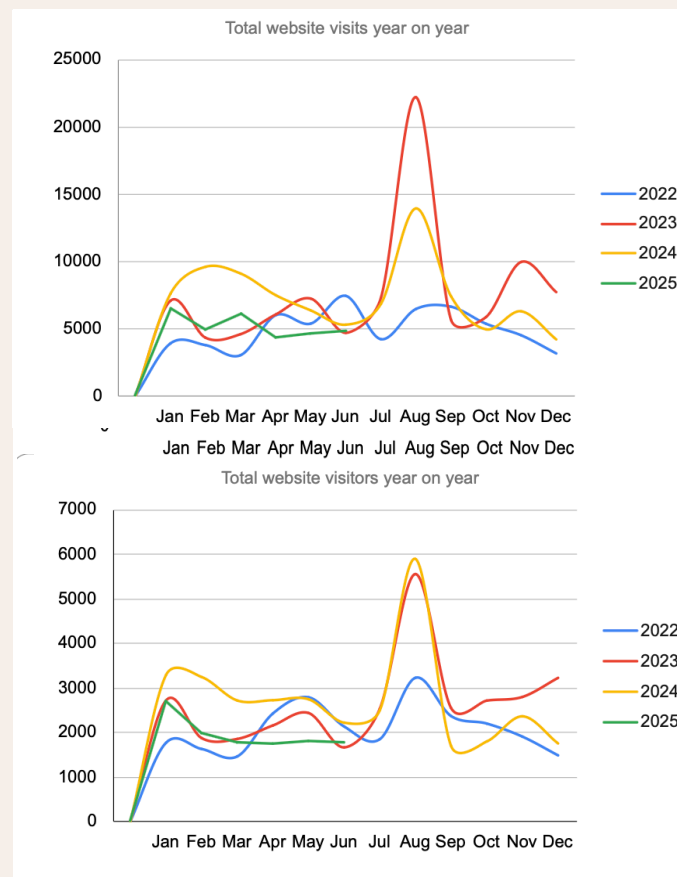


## WEBSITE

The graphs on the right show website visits and visitors, year-on-year. Despite consistent web traffic with a steady increase month-on-month this quarter, Q2 saw an 18% decrease in web visitors, from 6,469 to 5,286. Q2 also experienced a 21% decrease in website visits, from 17,500 to 13,883. Traffic spiked in January (due to Bristol Light Festival and Bristol Comedy Festival) and March (Stress Awareness Month) during Q1, which is a key contributor to the decrease in Q2.

The most viewed pages for this quarter include the [events listings](#), [Old City Sounds event](#), [Eurovision events in Bristol](#), [projects page](#), and [Dr Bike event](#).

June recorded the highest traffic in Q2, with 4,866 visits and 1,756 visitors. Key pages of interest that month included [Old City Sounds](#), [Bristol Harbour Festival tall ships announcement](#), [events listings](#), [Festival of Nature](#), and the [transport update](#).

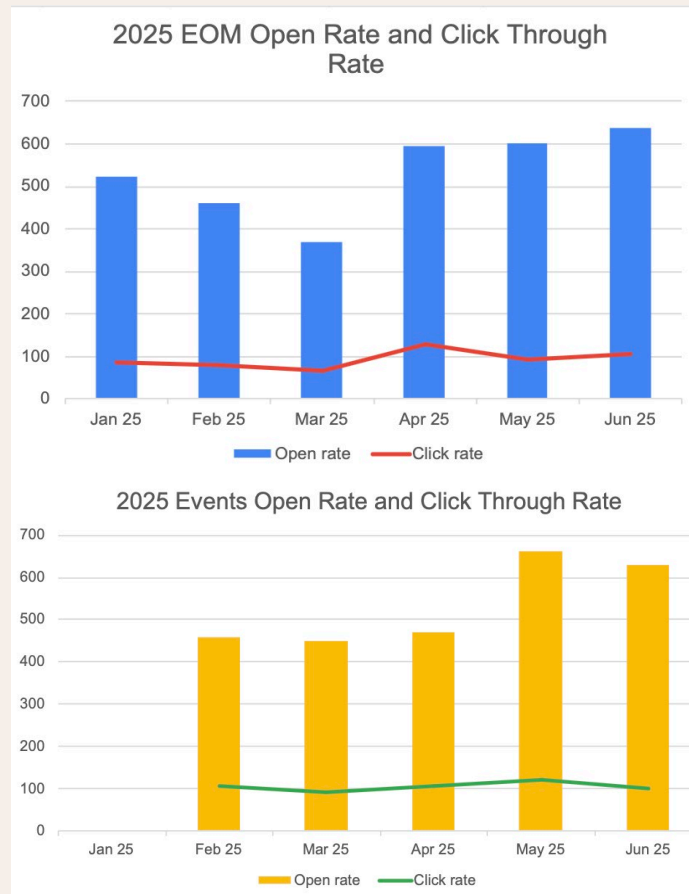


# EMAIL

This quarter, our monthly newsletters have maintained open rates between 29-33%, and our monthly event newsletters have maintained open rates between 32-33%.

The highest opened newsletter this quarter was our May events newsletter with an open rate of 33% and subject line of 'Free events to enjoy this May 🏡'. The highest click through rate this quarter was 7.5% for our April events newsletter which featured over 20 events for Stress Awareness Month.

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

LinkedIn was our highest growing channel this quarter with a 4% increase in followers, bringing our total to 3,000. Instagram also saw a 2% increase in followers, up to 5,645.

Algorithm changes across Instagram, LinkedIn, and Facebook in early 2025 led us to refine our social media strategy this quarter.

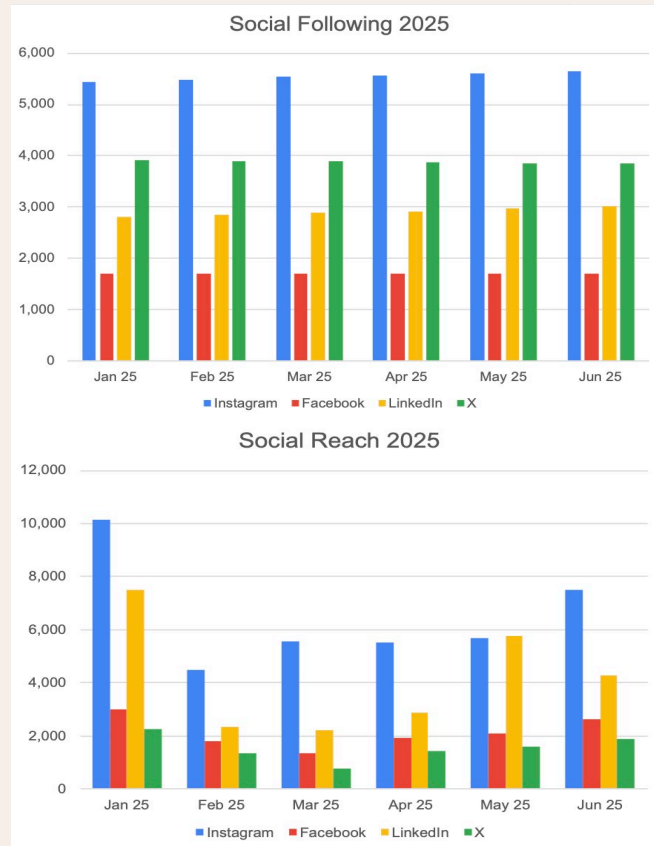
Compared to Q1, Instagram views\* increased by 15.8%, from 49,355 to 57,152. However, accounts reached this quarter dropped by 7%, suggesting that while fewer accounts saw our posts, those who did were more engaged. Engagements (likes, comments, shares etc) also increased by 56%.

Facebook saw a 4% increase in views, from 14,349 to 14,898, and an 8% increase in reach, from 6,087 to 6,589. Engagements on Facebook also increased by 30% compared to last quarter.

LinkedIn experienced a 7% increase in reach, from 11,998 to 12,878, along with a 14% increase in engagements.

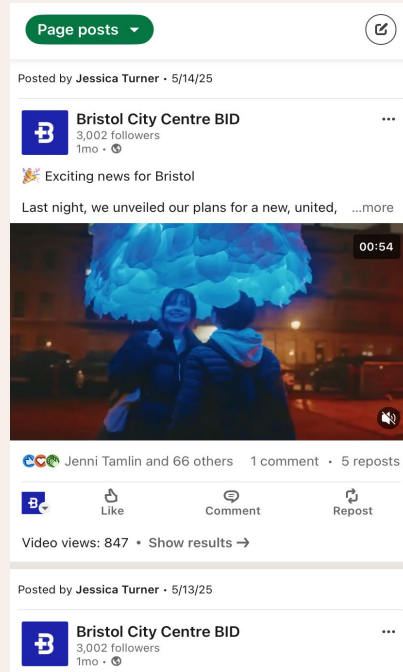
X also experienced a 12% increase in reach.

*\*Instagram and Facebook views are now Meta's primary metric, reflecting how often users view content rather than how many accounts are reached.*





**Likes: 150**  
**Views: 4,417**  
**Accounts reached: 2,175**



**Likes: 67**  
**Views: 1,868**  
**Accounts reached: 1,236**



**Likes: 66**  
**Views: 5,308**  
**Accounts reached: 3,045**



**Likes: 55**  
**Views: 2,749**  
**Accounts reached: 2,267**

## SOCIAL MEDIA: BALLOT COMMS

Throughout the Bristol BID ballot, we have shared a series of posts targeted at our business community to explain the process and highlight our key themes. These include:

- **Business plan launch video** - 3,351 views across socials (May's top performing post on LinkedIn)
- **Ballot open reel** - 1,187 views across socials (June's top performing post on LinkedIn)
- **Sustainable & Green post** - 705 views across socials
- **Experiences & Promotions reel** - 879 views across socials
- **Clean & Welcoming reel** - 752 views across socials
- **Safe & Supported reel** - 554 views across socials







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# PROTECTING

DELIVERING A BETTER BRISTOL FOR ALL

## STREETWISE

During the past quarter, Lewis has worked closely with the outreach services, providing support to vulnerable individuals and those struggling with addiction. 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 – 135
- Verbal Warnings – 72
- Referrals for Substance Misuse Support – 43
- Criminal Behavioural Order – 0
- Referrals for Health Support – 15
- Civil Injunctions – 2
- Referral for Financial Support – 10
- Community Protection Notice – 1
- Community Protection Warning – 12



## DEDICATED PCSO & RANGER TRIAL

This quarter, Nat has made 250 engagements with 63 individual businesses, playing a pivotal role in addressing crime and antisocial behaviour (ASB) across Bristol City Centre.

On 11th June, a trial for a part-time Ranger service was introduced to maintain continued engagement with businesses on Park Street and Queens Road - areas identified as ASB hotspots.

Notable enforcement outcomes include the successful handling of:

- two breaches of Criminal Behaviour Orders (CBOs)
- serving of one injunction.

In addition, there has been a sustained effort to address breaches of Community Protection Warnings (CPWs), Community Protection Notices (CPNs), and 142 ASB interventions related to drug offences and environmental breaches across key locations:

- April: 1 CPW, 3 CPNs, and 2 x 142s issued
- May: 8 CPWs, 3 CPNs, and 6 x 142s
- June: 8 CPWs, 9 x 142s

Ranger Trial: 18 additional business interactions during 12 hours of ranger service over three days.

This consistent engagement and enforcement activity demonstrates a proactive and sustained commitment to improving safety and reducing crime in the city centre.



# BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

## Bristol BCRP achieves National Standard Accreditation

The BCRP has earned the prestigious National Standards Accreditation from Police Crime Prevention Initiatives, recognising its excellence in reducing crime and anti-social behaviour.

A collaboration between local and national businesses, Avon and Somerset Police, and Bristol City Council, the BCRP meets the highest national standards in governance and multi-agency cooperation.

Our own Carmen Ceesay, Bristol BCRP Manager, said: “Achieving this accreditation is testament to the strength and impact of our partnership. It’s about safeguarding livelihoods, supporting staff and customer safety and boosting public confidence in Bristol. We’re proud to meet these national standards and remain focused on delivering meaningful outcomes for our city’s business community.”

This achievement affirms the BID’s commitment to community safety and strengthens the foundation for a unified citywide BID from 2025–2030.





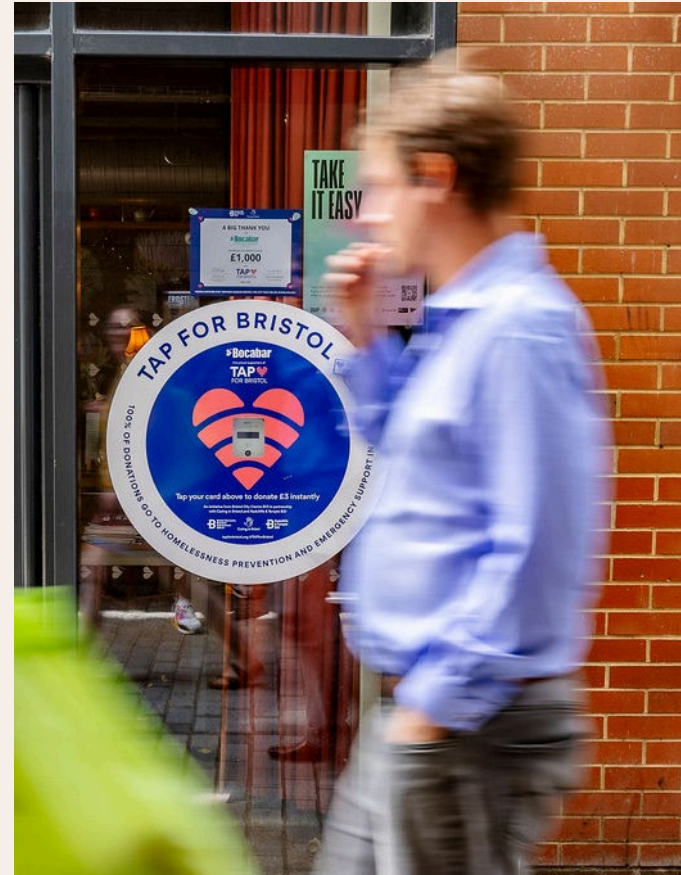
# TAP FOR BRISTOL

## Monthly Figures for Q2

- **April:** £1,313
- **May:** £842
- **June:** £882

**Total raised for Quarter 2: £3,037**

Quartet have received grant applications from Creative Youth Network and Help Bristol's Homeless which are currently being considered, and the total gross donations currently stand at £156,808



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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 presents all historic and live data, monthly insights are added to the resources section.

In March 2025, we launched our monthly footfall overviews, summarising the key footfall trends.

These [pages](#) have received 327 visits from 86 users in Q2.



**FOOTFALL &  
INSIGHTS**

**B** BRISTOL CITY CENTRE  
Business  
Improvement  
District

**B** BRISTOL CITY CENTRE  
Business  
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## BUSINESS PLAN LAUNCH EVENT

The Bristol BID Business Plan Launch took place on the 13th May at Harbour House. 130 attendees were eager to hear about our plans to unite and expand the three existing Business Improvement Districts in Bristol City Centre.

The evening was filled with great conversations and connecting businesses across the three areas. Working towards a collective vision was a constant discussion theme throughout the evening.

Access Creative students accompanied us with live music from their talented students.





## 20 DAYS OF CALM & LUNCHTIME EVENTS

Throughout April we delivered a series of more than 20 free stress relieving events in line with Stress Awareness Month, from line dancing to sushi making.

- 553 total registrations
- 14 businesses from both BID areas took part in hosting events

Feedback from attendees:

99% would attend similar events in the future

86% said events helped reduce stress levels

72% said events were an incentive to come into the workplace.

In addition to the special 20 Days of Calm wellbeing event series we organised lunchtime yoga sessions which are now held at Queen Square during the summer months.

We organise bi-weekly yoga sessions which saw 42 people across 4 sessions joining in.



## DR BIKE

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

In Q2 we held six Dr Bike sessions, with a monthly sessions at Bristol Beacon, and a dedicated session at Environment Agency, St Georges and Desklodge at Beacon Tower.

70 bikes were maintained in Q2.

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



# CAREERS CONNECT

On the 29 April we hosted Educators and Businesses Connect, which saw 60 representatives from both education and business sectors that have an interest in promoting and improving early career opportunities in Bristol.

There was a panel discussion focused on how we can work together to boost opportunity and share ideas for early careers support.

Following this, we have developed a new project page (WIP) that will host a variety of opportunities and programmes that businesses and educators are running.

We will promote these through our channels to the network of businesses.



## FREE TRAINING HUB

This quarter, 364 training events were booked across the 3 BIDs, with the top course categories being the 20-minute Microlearning courses, Office 365 and Business Essentials.

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

Excel, Communication Skills, Protecting your Mental Wellbeing and Project Management

During May we ran an incentive around Learning at Work Week, to drive engagement. Anyone who attended a course during the month of May was entered into a draw to win a Love Bristol Gift Card. This boosted engagement and we saw an uplift in course attendance.

### **Top business users:**

- St Georges Bristol
- Bristol and Weston Hospitals Charity
- The Assemblies





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# **BID FINANCE**

## BRISTOL CITY CENTRE BID BUDGET – Nov – July actuals

Finance Table	24/25 Actual Nov24 - Oct25	23/24 Prospectus Budget
<b>Income</b>		
Levy at 1.5%	973,655	955,700
Other Income	88,097	60,000
<b>Total</b>	<b>1,061,752</b>	<b>1,015,700</b>
<b>Expenditure</b>		
Enhancing	553,509	353,560
Promoting	229,403	224,000
Protecting	119,043	135,000
Supporting	107,681	86,586
Levy Collection	-	13,414
Management and overheads	182,810	182,826
Contingency	-	20,314
<b>Total</b>	<b>1,192,446</b>	<b>1,015,700</b>
<b>Underspend/(Overspend) current year</b>	<b>-130,694</b>	<b>0</b>
<b>Underspend b/fwd previous years</b>	<b>150,902</b>	
<b>Total underspend/(overspend)</b>	<b>20,208</b>	

Other income: BLF sponsorship  
Swings hire income, BCC planter  
grant &  
Police grant for Safe Space

The net debit for the 702  
hereditaments billed is  
£1,038,401.96.

Actual collected 92.56% £873,172.99  
(£165,228.97)

Due update mid July.



THANK YOU