



REDCLIFFE & TEMPLE BID

# ANNUAL REPORT 2021/22



# 1.0 INTRODUCTION

Firstly, a huge thanks to all the businesses and the many people that have shown an interest in the work of Redcliffe & Temple Business Improvement District (BID) over the first 17 months of our first term. We are grateful to all those that have come along to our events and activities and signed up to our social channels and newsletters to stay in the know about what we do.

We have been delighted with the high level of engagement and feedback you have given us, informing our fabulous team on how to develop even more accessible and exciting projects for you over the coming months and years.

We will continue to deliver our business plan across our five project themes to make Redcliffe and Temple a better place for businesses, employees, visitors and residents, and for it to be known not only as a thriving commercial district, but also as an outstanding community which all are proud to be a part of.

As part of the Visit West family of BIDs we are very fortunate to be in a position to share expert resources and best practice, and to be able to collaborate on some amazing projects that spread joy and commercial success across Bristol city centre. We have been very proud to be part of Bristol Light Festival for the first time in 2022 and we are looking forward to finalising plans for the February 2023 festival.

We have received so much positive feedback from you about our dedicated BID cleansing team, Martin and Richard, on their quick response to issues and high-quality jet washing work on the streets and buildings within the area. We will continue to strive to make the area more attractive for everyone, and we are committed in providing this service for all of our levy paying businesses and the wider community.

Another key highlight over this initial period has been the variety of, and your engagement with, our lunchtime events for levy payers. These have included historic walking tours, yoga in the park, mindful photography and gardening events. There will be many more activities planned as we enter the new BID year, and we are always looking for new ways to develop the community spirit.

Finally I must thank the entire BID team that work so diligently to make it all happen and are always open to ideas and new opportunities to make Redcliffe and Temple a great place to work, visit and live.

Please get in touch with me with any feedback or suggestions and thank you for your continued support.



**STEVE BLUFF**  
**HEAD OF REDCLIFFE & TEMPLE BID**

## 2.0 GOVERNANCE

The BID has an Advisory Board that meets quarterly to oversee and monitor the strategic direction and delivery of the business plan and financial management. It is 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 key performance measures.

Representation on the Advisory Board is available to all levy payers and the allocation of seats is proportionate with the aggregated BID levy contribution of each business sector.

The day-to-day management of Redcliffe & Temple BID is delegated to the Head of BID who submits a report and presentation at each Board meeting. Redcliffe & Temple BID operates within the corporate governance structure of Visit West, a not-for-profit company limited by guarantee.

### ADVISORY BOARD



**Amanda French**  
Partner, Clarke Willmott



**Amy Simpson**  
Director, Burges Salmon



**Ani Stafford-Townsend**  
Councillor, Bristol Central Ward



**Charlotte Raynes**  
Head of Facilities, DAS UK Group



**Chris Swift**  
Director & founder, Spicer & Cole



**Farah Hussain**  
Councillor, Bristol Central Ward



**Helen Richardson**  
Operations Director, WSP



**Imran Ali - Vice Chair**  
General Manager, Doubletree by Hilton Hotel, Bristol City Centre



**Jason Thorne**  
Senior Project Manager, Bristol City Council - City Centre and High Streets Recovery



**Jonathan Bower - Chair**  
Partner, Womble Bond Dickinson



**Joy Simmonds**  
Business Development Manager, Barclays



**Matthew Grimwood**  
Partner, TLT



**Paul Williams**  
Director, Avison Young



**Phil Hodgson**  
Associate Director, Arup



**Victoria Matthews**  
Initiative Manager - West of England, Business West

## 3.0 OUR TEAM



**BETH BETTS**  
Marketing Manager



**FRANCESCA INMAN**  
Senior Project Manager



**GRACE BERNARD**  
Marketing Executive



**IZZY WOOD**  
Marketing Assistant



**LOUISA BRIGGS**  
Project Executive



**SABRINA SHUTTER**  
Project Manager



**STEVE BLUFF**  
Head of BID



**TOM SWITHINBANK**  
Project Manager

## 4.0 CREATING & MAINTAINING QUALITY SPACES

### CLEANSING

In December 2021 we began a partnership with Bristol Waste Company to provide enhanced jet washing and rapid graffiti removal, as well as the ability to respond to levy payer cleansing emergencies. Our dedicated team, Richard and Martin, use a specialist BID branded vehicle and equipment to jet wash pavements, doorways and street furniture to make the area more welcoming and attractive.

In addition, our cleansing team removes unwanted graffiti from levy payers' building facades using specialist training and chemicals to help reduce the chance of repeat issues. Since December 2021 the team has delivered 1950 hours of additional cleansing, including the removal of 1606 unwanted graffiti from 1021 locations.

Since  
DEC **2021**

the team has delivered

**1950** HOURS  
+ **3801** MILES

of additional cleansing  
including the removal of

**1606**

unwanted graffiti from

**1021**

locations

“Redcliffe & Temple BID’s cleansing team have worked very hard to clean the area around Mercure Holland House. The hard work has much improved the area and our customers and hotel team are noticing this investment and attention to the area.”

**Chris Falcus, General Manager, Mercure Holland House Hotel Bristol**

“The cleansing team is very efficient, proactive and responsive. We often have unwanted graffiti on our shutters and outside walls and their work improves the look of our business. I recommend other levy paying businesses to take advantage of this free service.”

**Ben Allen, Managing Director, Gardiner Haskins**

### MOVEMENT INSIGHTS

In collaboration with Bristol City Centre BID we have partnered with Movement Strategies to install an O2 movement sensor on Victoria Street. Combined with other sensors across the city centre it provides our levy payers with powerful data and insights on visitor footfall, catchment areas and demographics and compares these against national trends.

Alongside the movement data, we also have anonymised quarterly spend data from Visa. This highlights spend within the BID postcodes

including sales by sector and online vs bricks and mortar spend also against national trends.

We provide a monthly movement insights report for levy payers and on a quarterly basis this includes analysis of the Visa spend data.

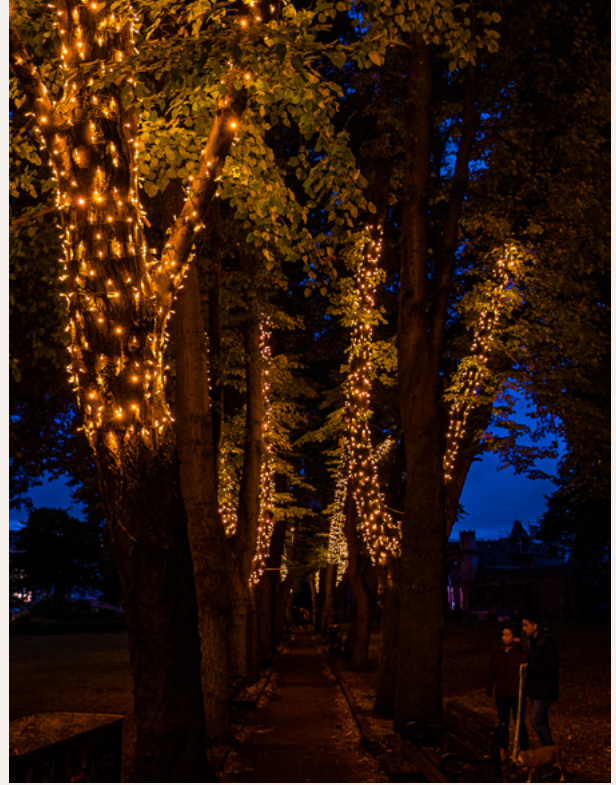
We recently issued a Q2 2022 Visa spend press release which you can read on our website alongside all other press releases at [redcliffeandtemplebid.co.uk/news](http://redcliffeandtemplebid.co.uk/news).

## WINTER TREE LIGHTS

We installed winter tree lights on Victoria Street in December 2021 which saw the prominent line of eight trees illuminated across the winter period, lighting the way for people as they travelled in and out of the city. As a main pedestrian route, a key motive in lighting the way was to instil a feeling of safety during the darker evenings.

Following positive feedback, we have developed the project further by adding new tree lighting to Temple Gardens for 2022. Fifteen trees within this iconic and busy green space have had the new lighting installed to make the post-work commute and evening walk through the gardens a more enjoyable experience for the community.

Both winter tree light installations will be switched on from 4pm to midnight each night from 1 October 2022 to March 2023. They will be a permanent fixture using low energy LED lights providing a cost-effective solution for our levy payers.



## PLANTERS

In October 2021 we added 12 planters to Portwall Lane and Redcliff Street. These were painted by the brilliant Bristol artist Farrah Fortnum and planted with greenery designed to cope with a range of weather. The reaction to these has been very positive. The managers from the buildings along these streets have praised the planters as they have brightened up the area significantly.

“Loving the newly painted planters outside my office”

@kbowbristol

## COMMUNITY INFRASTRUCTURE LEVY FUNDING APPLICATIONS

In April 2022 we made three applications for Community Infrastructure Levy (CIL) funding to make improvements to the following locations: Temple Way Underpass, Temple Gardens and Portwall Lane open space. The application for Temple Way underpass was successful at the first stage of the process, so we are working with Bristol City Council to obtain funding. While the other applications were unsuccessful, it has been a very useful learning experience for us, which we hope can be utilised for other opportunities. We are currently working through the process with Bristol City Council to obtain funding for Temple Way Underpass having been successful at Stage 1 of the application.

# 5.0 IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

## GREEN INFRASTRUCTURE ACTION PLAN

Adding greenery and improving our public realm was a key feature of the feedback we received during our pre-ballot consultation. As a result, in early 2022 we commissioned Landsmith Associates to work with us to create a Green Infrastructure Action Plan. The consultation to create this plan included four workshops, three walks and a BID-wide survey.

The completed plan contains 12 actions, that will be carried out on a short, medium and long-term basis.

Following the launch of the action plan, a working group including representatives from local businesses and organisations was set up. This group will meet four times a year to advise the BID regarding progress against the action plan.

## BRING YOUR OWN LUNCHBOX

One of our headline sustainability initiatives since the BID commenced has been the launch of our 'Bring Your Own Lunchbox' campaign. This campaign encourages people to bring their own container when purchasing lunch at the popular street food markets at Finzels Reach and Temple Quay, with the aim of reducing waste. Our campaign so far has used social media advertising and local food influencers to promote the idea. An event in spring 2023 will follow to continue to explore new ways to change behaviour and reduce waste as well as an opportunity for you to share your ideas.



## EXTERNAL EVENTS

Throughout the year we have been invited to speak at a range of events, two of these were expert panel discussions focusing on the journey to net-zero and allowed us the opportunity to speak about the BIDs work. Turner and Townsend's event in June focussed on energy efficiency and the use of our buildings with Future Leap's event in September focusing on the future of the city centre and how we utilise space and add greenery and places to enjoy.

## HEALTHY STREETS

In October 2022, Project Manager Tom Swithinbank completed the Healthy Streets Foundation Course. This six-week course helps practitioners use Healthy Streets Indicators to make improvements to street design and management to improve the experience in our built environment. Tom will apply this training to BID projects with a greater understanding of how to measure and enhance people's use of space in the BID area.





## DR BIKE

Our Dr Bike service has proved a fantastic success for the BID with 366 bikes serviced to date.

This free of charge 30-minute service is much appreciated by workers in the BID area with 100% of respondents stating they would recommend the service to a friend. 32% of respondents also stated they have used their bike more since the service, demonstrating they we are really helping people travel around Bristol in a more sustainable way. Thank you to Finzels Reach and 2 Glass Wharf for hosting the sessions, and to Life Cycle who provide the expert mechanics.

## CYCLE SEPTEMBER

The BID sponsored Cycle September in 2021 and 2022, donating Love Bristol Gift Cards as prizes for those that work for levy paying businesses. Cycle September is a global cycling challenge, encouraging people to try cycling and log their journeys to win prizes. This sponsorship spread our branding to a number of businesses



# 6.0 CREATING & PROMOTING A VIBRANT PLACE

## BRISTOL LIGHT FESTIVAL

We were thrilled to be able to participate in the 2022 Bristol Light Festival from 1-6 March with three iconic installations in the Redcliffe & Temple BID area that joined a trail of 11 other beautiful installations across the city.

The benefits of the festival were immense, with over 170,000 visitors and an additional £3.4m spend across the city in just six days. The feedback from levy payers, residents and visitors to the area was extremely positive and is a project that we aim to take part in again in 2023 with new installations.



## LOVE BRISTOL GIFT CARD

As a joint venture with Broadmead BID and Bristol City Centre BID we launched our new Love Bristol Gift Card in the summer of 2022. We have had a hugely positive response from businesses signing up to accept the card so far, as they can clearly see the many benefits of keeping customer spend locked into the city centre.

The aim is to sell the gift card as far and wide as possible, reaching residents, visitors and tourists to the city centre, and we will be encouraging our office sector to use the Love Bristol Gift Card for their employee incentives as opposed to generic national alternatives.

Over 130 businesses have signed up already, including 24 from the Redcliffe & Temple BID area.

The early sales and redemption results are encouraging, and we are doing all that we can to maximise the crucial Christmas 2022 trading period by promoting the card to consumers and as corporate incentives, as well as launching a Night Out Gift Card to promote the night time economy.

## CHRISTMAS ADVENTURES

During December 2021, Bristol's festive light trail, Christmas Adventures, projected a selection of famous song lyrics and Christmas movie quotes onto buildings across the city centre.

The project, curated by Redcliffe & Temple BID and Bristol City Centre BID, illuminated buildings across the city centre. This project could not have happened without the support of many of our levy payers allowing us to project from and onto their buildings, and we thank everyone involved.

## CHRISTMAS MARKET

Our Christmas market, delivered in partnership with Sophie Bowden Events, was held at Finzels Reach and Temple Quay on 25 - 26 November 2021, with great support from the estates management at both locations.

The markets featured delicious street food, local artisan producers and crafts, as well as live music by local music students.



## CITY NATURE CHALLENGE

The BID was selected to sponsor the City Nature Challenge in Bristol during the spring of 2022, a global science project with over 400 cities around the world taking part to collect information about local wildlife.

The challenge took place from 29 April – 2 May with hubs at Queen Square and Castle Park to teach visitors how to use the iNaturalist app to record nature sightings.

Six nature walks were organised and led by ecologist Cat Baker or naturalist and author Ed Drewitt, and our levy payers had priority to register for these. We received great feedback including how much people enjoyed the walks, and how they helped them to appreciate the city in a different way by making them aware of various animal and plant species in the city centre.

Overall, the Bristol & Bath City region recorded 7970 observations and 1290 species during this year's City Nature Challenge, taking 2nd place amongst the challenges across the UK.

# 7.0 CONNECTING & REPRESENTING BUSINESSES

## BUSINESS LIAISON

The success of our BID relies on great communication with levy payers and key stakeholders. The team pride themselves on creating and maintaining strong business relationships to build our strategic influence across the city.

Since before the BID commenced, during the consultation period, we have continued to set ourselves the challenge of reaching out regularly to our growing database of contacts to make sure that we are listening to feedback and hearing about new ideas that support our business plan.

Our reach is expanding, and we have been in direct contact with 1400 levy paying staff across our 205 levy paying businesses since June 2021, sending out 18 monthly newsletters that reach over 900 people per month.



## NATIONAL BID ORGANISATIONS AND CAMPAIGNS

The BID is a member of British BIDs and The BID Foundation, both national organisations that exist to provide advice, accredited training and best practice to over 320 BIDs across the UK.

Along with 150 other BIDs we supported the recent national Business SOS campaign led by Croydon BID, calling on the government to act quickly to support businesses through the cost of living crisis, especially on energy bills and we continue to advocate for more targeted help.

## PLACE SUPPORT PARTNERSHIP BUSINESS COST SAVINGS

In response to the increasing cost burden on businesses this autumn, we have joined forces with Bristol City Centre BID to work with Place Support Partnership who are trusted experts in their field and work with many to help businesses of all sizes. They provide advice on how businesses can reduce their costs in areas such as gas, electricity and water utilities. This BID funded service is free to all levy payers.



## BUSINESS NETWORKING

We held our first BID update and networking event on 2 November at DoubleTree by Hilton. The event was attended by 35 businesses and included partnership updates from Veolia Waste Management and Empire Fighting Chance. We received very positive feedback from attendees about the content and location.

On the 30 June we welcomed 30 Building, Facilities and Estate Managers from across the Redcliffe and Temple area to network, mingle, and discuss all things BID, from the Love Bristol Gift Card to our lunchtime events and sustainability initiatives. We had excellent conversations about how we can increase engagement with the tenants and teams of our levy payers and the type of initiatives and events that would be most popular.

We collaborated with the Bristol Property Agents Association to hold a networking and learning event about the decarbonisation of Bristol on 7 July. We welcomed over 50 attendees who heard from Jon Sankey from Bristol Heat Networks and Councillor Kye Dudd from Bristol City Council giving fascinating updates on the progress and next steps of the Bristol City Leap Energy Programme and Bristol Heat Networks. We updated the attendees on our recently released Green Infrastructure Action Plan.



## PANEL DISCUSSIONS

In September 2021 Business Insider brought together business leaders, key stakeholders and experts for a question and answer-style debate. This included Head of Redcliffe & Temple BID, Steve Bluff.

The debate looked at the role of the key infrastructure projects in the region's economic bounce back, as well as a discussion surrounding the key moments for southwest businesses as they rebuild. More specifically, the topics discussed included the future of hybrid working, FOMO for home workers, and fewer workers in offices on Monday and Friday.



# 8.0 BUILDING A SAFE AND CARING COMMUNITY

## FREE LUNCHTIME EVENTS

We launched monthly historic walking tours in October 2021 which are free to attend for levy payers. The walking tours have proved popular with requests for repeats and variations from individuals as well as organisations. In April 2022 we launched an exciting event calendar in conjunction with Stress Awareness Month. Staff welfare has never been more important and the benefits of getting outdoors and taking a break are well documented. We wanted to create events which help lower stress and anxiety, as well as being fun and social. We now continue to offer several free lunchtime events every month for our levy payers to enjoy.

Our event offer includes mindfulness photography walks, yoga in the park, crocus bulb planting, nature walks, LGBTQ+ historic walking tours, slavery historic walking tours, a wildflower meadow creation, gardening sessions, High Intensity Interval Training, self-defence classes and our still very popular historic walking tours.



## WATER SAFETY

Our ongoing work with the fire and police services also promotes safe behaviours along the waterfront. The Water Safety Partnership meets on a quarterly basis and there are educational signs positioned along the river in the Redcliffe and Temple BID area.

## TREEFEST

We were delighted to be able to support St Mary Redcliffe Church by sponsoring Treefest 2021. The event featured Christmas trees decorated by local businesses and community groups, including one from the BID team. It was visited by 3000 visitors and raised over £3000 for two local charities, Changes Bristol and the St Mary Redcliffe Foodbank.

## PCSO

Our dedicated PCSO Nat has engaged and supported many levy payers over the last few months. Due to BID businesses consistently reporting to the police, four Community Protection Warnings have been issued to individuals for Anti-Social Behaviour in 2022.

“I am most grateful for your ongoing support and for taking the time to visit with our stores in the city centre. This partnership has already resulted in one prolific shoplifter and offender being removed from the Bristol area.”

**Gerard, Shrink and Security Partner for Tesco**

## BCRP

As members of the Business Crime Reduction Partnership, BID levy payers have access to a free two-way radio scheme which spans the three BID areas across the city centre. The radios also connect to the Bristol Operation Centre ensuring a cohesive city-wide approach to tackling crime.

As part of membership levy payers also benefit from dedicated support from a PCSO who can help businesses who have crime and anti-social behaviour related issues.



## TAP FOR BRISTOL

TAP for Bristol, a partnership between Bristol City Centre BID, Redcliffe & Temple BID and Caring in Bristol, celebrates two significant milestones in October 2022, as it reaches its third-year anniversary and achieves £70,000 in donations.

Launched in 2019, TAP for Bristol offers a contactless way for people in the city to donate to local homeless charities with 100% of all donations going to charity. TAP for Bristol's donation points are installed in the windows of businesses, and on contactless devices in selected Bristol shops, bars, cafés, offices and venues, making it easy to donate across the city centre.

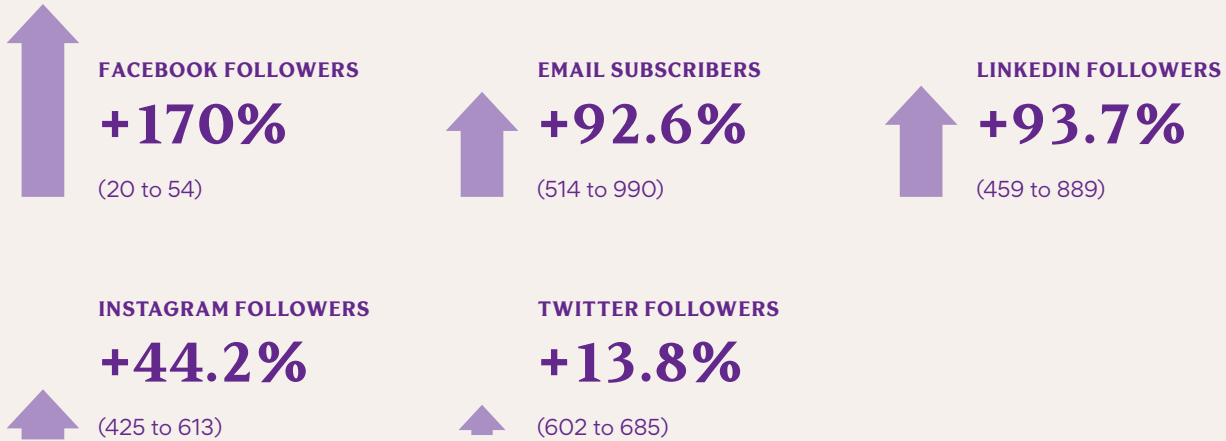
With the ambition of making Bristol the city that solves homelessness, TAP for Bristol's donations are allocated to vital homelessness charities that provide emergency support, work towards homelessness prevention and deliver specific city-based projects.

In its first year, the contactless scheme enabled donations of £30,000, and a further £40,000 across the subsequent two years, despite the pandemic and the cost-of-living increases. This year, Caring in Bristol, 1625 Independent People and One25 are the three Bristol based charities benefiting from the donations.

# 9.0 MARKETING

## SOCIAL MEDIA & EMAIL

We're pleased to report growth of our social and email channels throughout 2021-22



## PR

From May 2022 we began a monthly PR plan including a press release about a key subject or project.

Press releases so far have included:

- **May** - Green Infrastructure Action Plan
- **June** - The launch of our Love Bristol Gift Card
- **July** - Bring Your Own Lunch Box campaign
- **August** - The successful first year of Dr Bike
- **August** - H1 movement and spend data report
- **October** - Winter Tree Lights

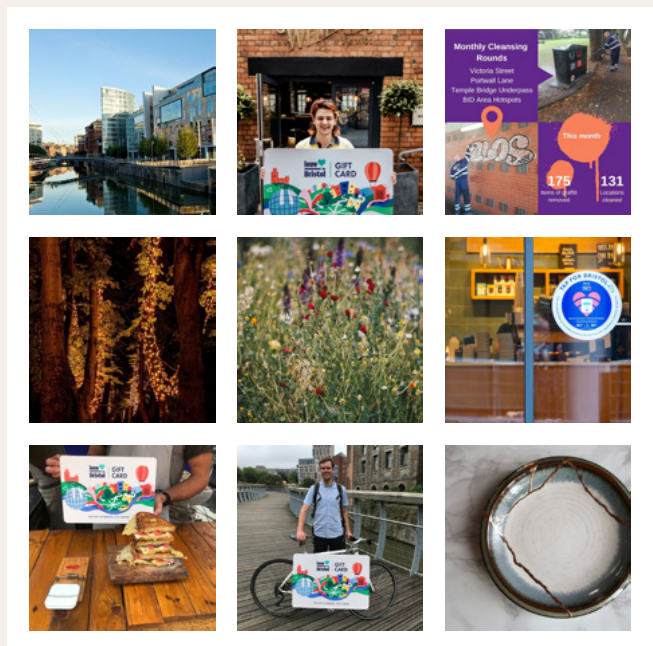
These press releases achieved 24 pieces of coverage overall, with a PR reach of 11,764,415, enabling us to reach a B2B community we hadn't tapped into previously, increasing the visibility of the BID amongst businesses in Bristol.

All releases can be read on our website at [redcliffeandtemplebid.co.uk/news](http://redcliffeandtemplebid.co.uk/news).

## WEBSITE

In Q3 2021 with the recent addition of a shared marketing manager to the BID team, it was evident that the BID's website needed an overhaul in order to provide flexibility for the team to edit inhouse, as well as new functionality designed to best showcase our news and projects to our levy payers, making it easier to stay up to date with the BID's activities.

Our new website was delivered on time, going live on 13 December. For the period 1 January - 31 September 2022 vs 2021 we saw a 15.35% increase in total website traffic.





## 10.0 PLANS FOR 2023: LOOKING FORWARD

We are putting lots of exciting plans in place for the new BID year 3 starting in November 2023. Some of the highlights to share include:

This Christmas we will be channelling our creative resources into supporting the Love Bristol Gift Card. Watch this space for a new Night Out version for consumers to purchase. We will be asking for more businesses to sign up to accept the card and our corporates to consider purchasing the gift card for clients or their teams as incentives.

Bristol Light Festival returns to the Redcliffe and Temple area from 3 – 12 February 2023. It will run across 10 days and two weekends, making it the longest running edition to date.

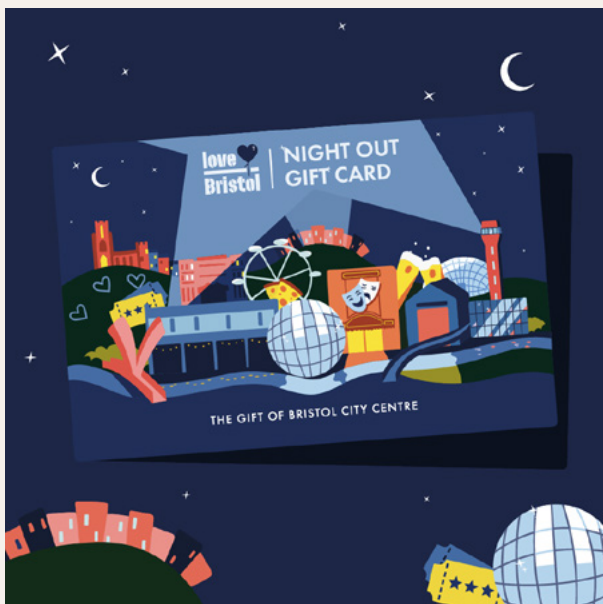
Our Sustainability Charter, cementing our support of improving sustainability and the environment, will launch, as well as the next phase of our Green Infrastructure Action Plan that will focus efforts

on public realm improvements. This work will be strengthened by our new partnership with Bristol Green Capital Partnership who will offer targeted and bespoke carbon reduction guidance and support for all levy payers.

As Bristol celebrates 650 years as a city, we are looking forward to next summer's UnicornFest trail and will sponsor a unicorn in the BID area, aiming to see an increase in visitors to the area during the summer holidays.

There will be even more exclusive lunchtime events that support wellbeing and having fun in our community, with more opportunities to learn and network with your peers.

Our pilot BID podcast will launch in November with the aim of reaching out even further into the community, allowing people to hear stories about what we are up to and interesting insights into local businesses and people.



# 11.0 FINANCE

## BID YEAR 1: 1 JUNE 2022 TO 31 OCTOBER 2022 (5 MONTHS)

| INCOME 1 JUNE TO 31 OCTOBER 2021            |  | £               |
|---|--|-----------------|
| BID LEVY                                    |  | 345,833         |
| EXPENDITURE JUNE 1 TO OCTOBER 31 2022       |  | £               |
| Creating & maintaining quality spaces       |  | 52,114          |
| Improving sustainability & the environment  |  | 28,769          |
| Creating & promoting a vibrant place        |  | 44,466          |
| Connecting & representing businesses        |  | 16,809          |
| Building a safe & caring community          |  | 22,699          |
| BID set up loan repayment                   |  | 65,670          |
| Management and overheads                    |  | 39,915          |
| Bristol City Council levy collection charge |  | 12,800          |
| Contingency and carry forward               |  | 27,638          |
| <b>TOTAL</b>                                |  | <b>£310,880</b> |



## BID YEAR 2: 1 NOVEMBER 2021 TO 31 OCTOBER 2022

| INCOME 1 NOVEMBER 2021 TO 31 OCTOBER 2022      |  | £               |
|--|--|-----------------|
| BID LEVY                                       |  | 822,718         |
| EXPENDITURE 1 NOVEMBER 2021 TO 31 OCTOBER 2022 |  | £               |
| Creating & maintaining quality spaces          |  | 154,000         |
| Improving sustainability & the environment     |  | 94,000          |
| Creating & promoting a vibrant place           |  | 117,000         |
| Connecting & representing businesses           |  | 61,000          |
| Building a safe & caring community             |  | 76,000          |
| BID set up loan repayment                      |  | 65,670          |
| Management and overheads                       |  | 135,000         |
| Bristol City Council levy collection charge    |  | 18,750          |
| Contingency and carry forward                  |  | 52,000          |
| <b>TOTAL</b>                                   |  | <b>£773,420</b> |

Expenditure assumes a 90% levy collection rate for 2021/22.





**FOLLOW US**



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