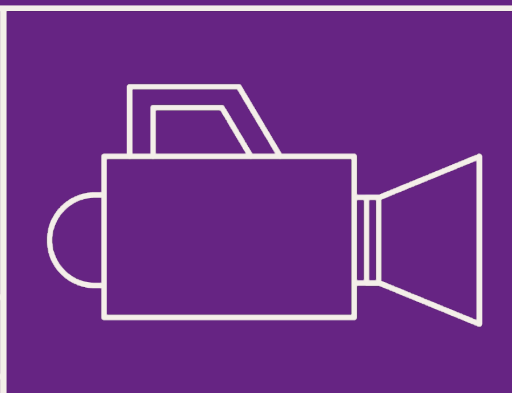
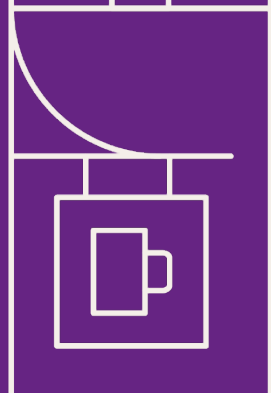
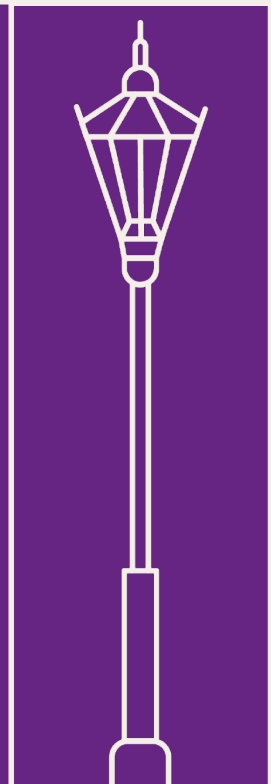
**Redcliffe  
& Temple  
BID**

# Q1 PERFORMANCE REPORT

January to March 2024



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# CREATING AND MAINTAINING QUALITY SPACES



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# CLEANSING

**January:** The team focused on removing large amounts of graffiti, as well as focused cleansing on Bristol Light Festival locations ahead of the festival. Temple Gardens and its surrounds was given a thorough deep clean.

**February:** While Bristol Light Festival was in progress the team focused their deep cleans around some of the popular hotels in the area, including The Hilton Garden Inn and Travelodge.

**March:** The team completed a focused deep clean to the whole of St Thomas Street, removing a build-up of algae. They also responded to graffiti removal requests to keep the area looking tidy.

In this quarter the team removed a total of 479 items of graffiti from businesses and street furniture and cleaned 945 miles of pavement.

As ever, we are incredibly grateful for Richard and Martin's hard work at keeping the area tidy.





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## GREEN INFRASTRUCTURE: REDCLIFF STREET

Last year we chose to prioritise two locations to add green infrastructure - Redcliff Street and Avon Street.

In March we added a Green Wall next to the Co-Op on Redcliff Street and at the end of April we will be adding two more planters to this section of the street. Later in the summer we will add several colourful planters to the end of Redcliff Street, towards Victoria Street.

We are waiting on a response from the management of One Redcliff Street regarding adding some planters and seating to their outside space.

Since 2021 we have been trying to contact the Civil Courts regarding a longer-term intervention for the large space outside their property— an initial response has now been received for further investigation.





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## PORTWALL LANE GARDENS CIL

Our application for Community Infrastructure Levy funding for Portwall Lane Gardens has now been accepted by the Area Four Committee of Councillors. The project will be awarded £15k of CIL funding.

BCC parks estimate the project cost to be £45k plus £16k for ongoing maintenance. The BID will therefore put forward £46k towards the project.

We are waiting to see the costings before we commit this £46k. We have been told that the project will commence in December '24 but anticipate this may be delayed.

We continue to try to engage with BCC Parks regarding ideas for improving Temple Gardens and a patch of overgrown space next to Freshford House.





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# **IMPROVING SUSTAINABILITY AND THE ENVIRONMENT**



# BRISTOL CLIMATE & NATURE PARTNERSHIP: SUPPLIER ENGAGEMENT ROUNDTABLE

**Supplier Engagement:** During our six-month review of the programme, we agreed to place a specific focus on supplier engagement. In March we held a roundtable on this topic attended by: Womble Bond Dickinson, Osborne Clarke, Burges Salmon, Ovo, Scott Logic, Greenhouse PR and Clarke Wilmott. We gathered lots of useful feedback on this topic, including the challenge of not excluding suppliers who don't have the resource to put forward their carbon information.

**Green Tenancy Climate Action Breakfast:** This session focussed on how to work with your landlord to make improvements to your building.

**Celebration:** We held a celebration event to toast a year of our partnership, another great sustainability networking opportunity.





# 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 (a joint project with Bristol City Centre BID).

The project offers free consultancy and a small subsidy to businesses that switch to receive or deliver goods by cargo bike.

Please get in touch if you are interested, we are keen to promote those first switches and champion your business! All we need is a conversation about what your business gets delivered and we can then work out what can be switched.

Month one involved fact finding by our consultant, MP Smarter Travel, with some key targets identified, including food and beverage suppliers e.g. Fruition and Kate's Kitchen, along with Baxter Storey who run several catering operations in offices.

We are preparing a paper for BCC to ask for further funding to be made available for couriers to purchase cargo bikes.

We sent out a press release to promote this project which generated 10 articles, with a reach of 994,219.





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# DR BIKE & TRANSPORT ENGAGEMENT

**Dr Bike:** 69 bikes have been serviced this quarter.

We are meeting with Life Cycle in April to discuss how we can better promote what we have achieved.

We are seeking prices and locations for lunchtime bike maintenance classes in the run up to summer.

**Transport Update Event with BCC:** June 11th at Bristol Beacon

**Victoria Street:** Changes have been approved by cabinet and work will take place Autumn '24 – Summer '25

**Park Row:** Changes have been approved by cabinet and work will take place Summer '24 – Summer '25

**Temple Way Crossing Avon Street:** Awaiting timings





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# CREATING AND PROMOTING A VIBRANT PLACE

# LOVE BRISTOL GIFT CARD

176 businesses across the city are now signed up to receive the gift card.

## Q1 Sales

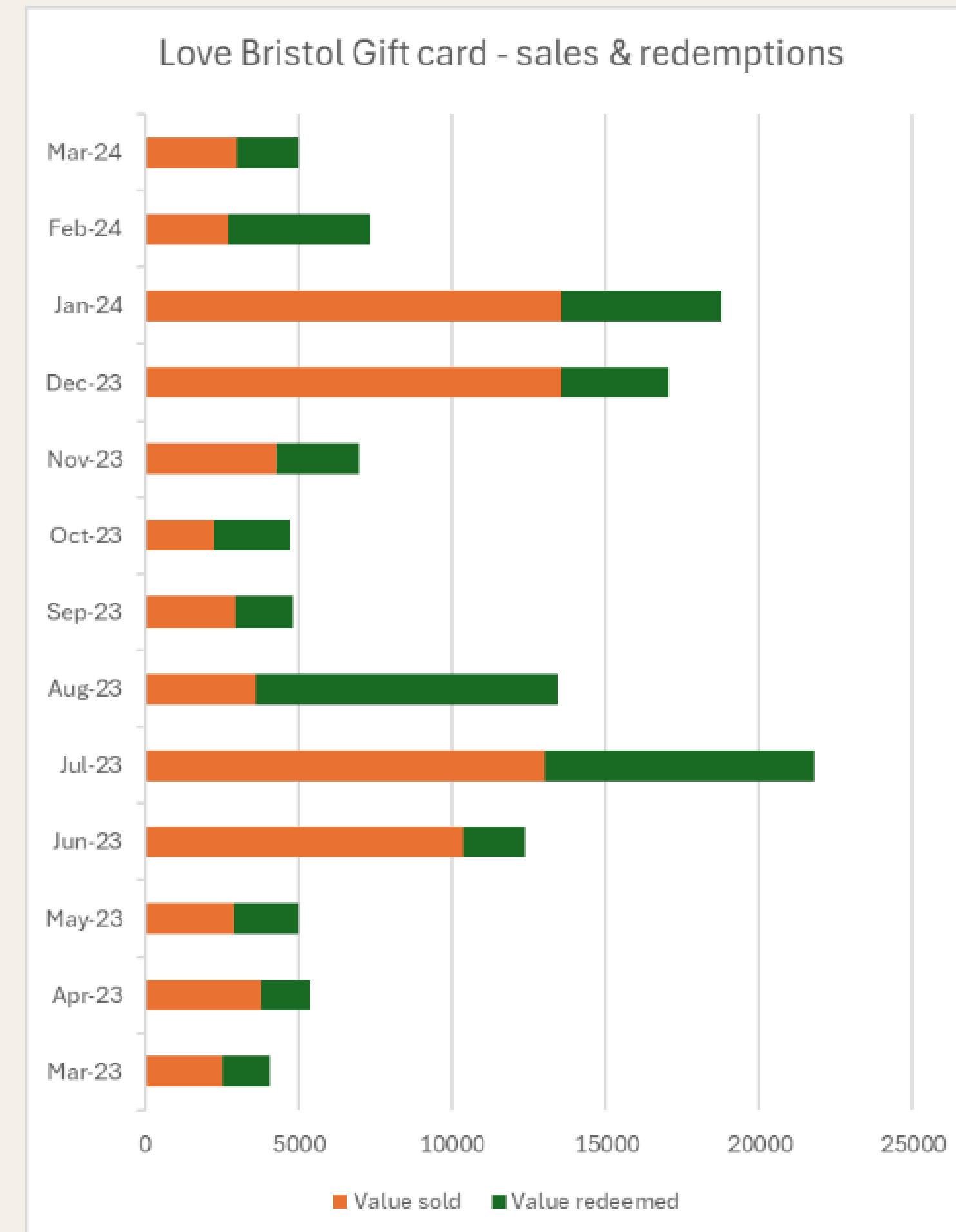
Since the start of January, we have sold £19,225 worth of gift cards

Since launching in June 2022, we have sold £106,090 worth of Love Bristol Gift Cards.

## Redemptions

Since the start of January, gift card owners have spent £11,903.07

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





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# BRISTOL LIGHT FESTIVAL

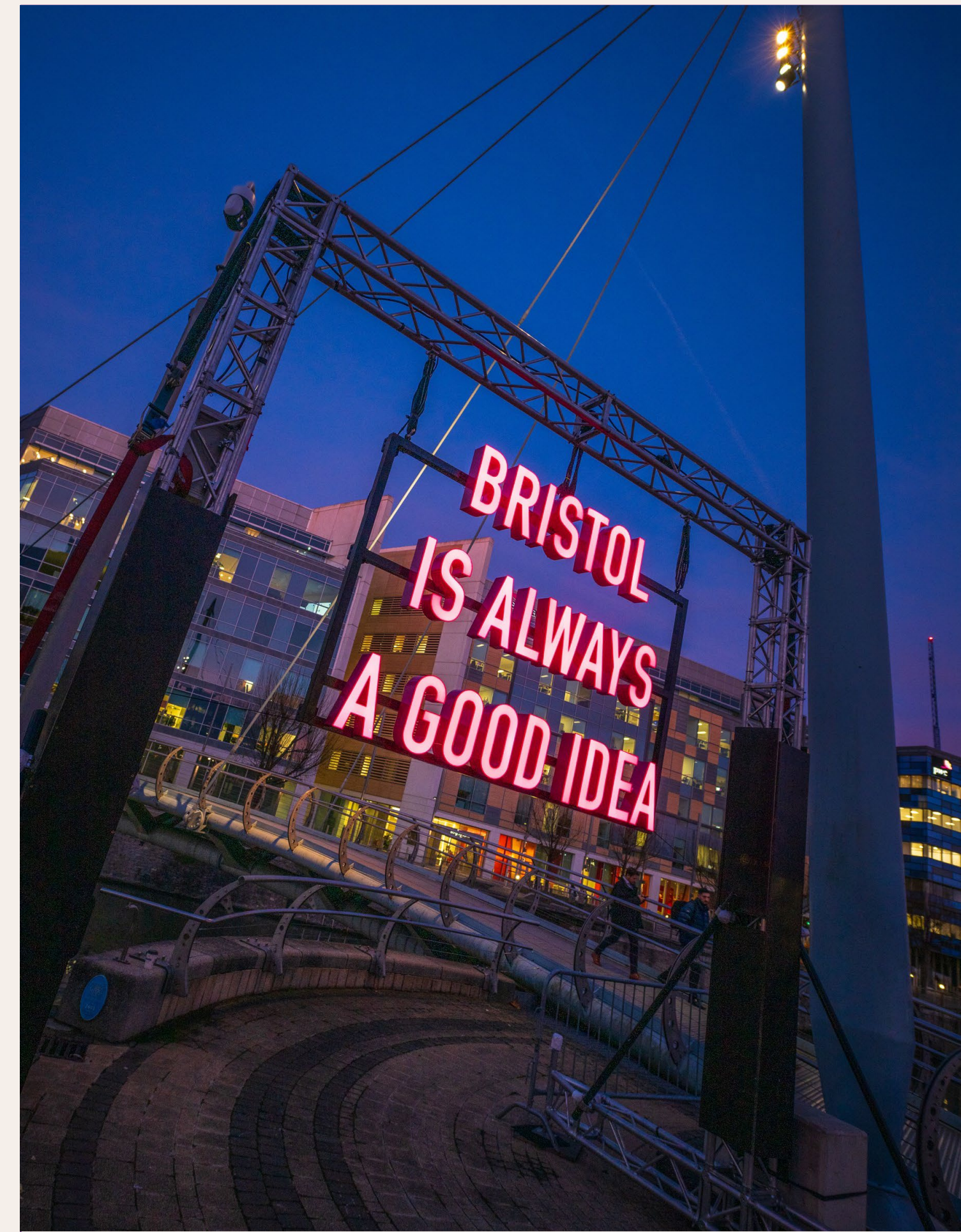
## Summary

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 where footfall was significantly decreased.

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.

Audience evaluation conducted by Red Research; full report available on request.





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# BRISTOL LIGHT FESTIVAL

## Redcliffe & Temple installations

**WildLight** - created as the result of a collaboration between Bristol Light Festival's Creative Director Katherine Jewkes and BBC Studios Series Producer Tuppence Stone.

WildLight saw over 44,000 visitors over the period of the 2024 event which was enjoyed by all.

**The Unfolding** - invited audiences to look up in a space which is usually closed to the public within the beautiful grounds of Temple Church.

The Unfolding saw over 31,000 visitors over the period of the 2024 event enjoying the spectacular of the installation.

**Bristol is always a Good Idea** - Dave Buonaguidi, AKA Real Hackney Dave is Hackney-based artist who combines the visual and verbal language of advertising and propaganda with unique imagery and materials of found objects and ephemera.

Bristol is Always a Good Idea was enjoyed by over 10,000 visitors over the period of the 2024 event.





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# BRISTOL LIGHT FESTIVAL

## Marketing achievements

- 36% increase in website users during the festival (from 50,655 to 68,690)
- 85,249 views of the website map page (up 36% YoY from 62,500)
- Instagram
  - 34.68% increase in followers
  - 882% increase in reach (33,949 in 2023 to 333,528 in 2024)
  - 87% increase in tagged stories, (998 to 1,869)
- 49.5% increase in cross-channel social media impressions (923,322 to 1,380,619)
- 21.1% increase in cross-channel social media likes (16,362 to 19,817)
- 153% increase in impressions from Visit Bristol takeover (99,083 to 251,649)
- PR reached over 4.9 billion people
- Generated 222 pieces of media coverage

Full evaluation report available on request.





# BRISTOL 24/7 – 10 YEAR BIRTHDAY PARTNERSHIP

In March 2024, Bristol24/7 turned 10. To celebrate they have been marking the occasion with a series of events. Redcliffe & Temple BID have teamed up with Bristol24/7 as a lead partner in these celebrations, with a series of exciting events taking place in BID venues, including:

- An eight-course tasting menu at Casa, curated by some of the city's best chefs from restaurants past and present.
- An evening with Bristol 24/7's closest friends and collaborators at Le Vignoble for a night of poetry, music, magic and an exhibition of Bristol24/7 magazine covers from the last decade.
- An exclusive afternoon of panel discussions, Q&As, and networking sessions at Watershed based on Bristol24/7's successful work experience programme.
- An evening dedicated to celebrating a decade of live music at The Fleece, featuring the best of Bristol's vibrant music scene. From hip-hop to hyper pop, afrobeat, rock and jazz.





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# **CONNECTING AND REPRESENTING BUSINESSES**



# FREE TRAINING HUB

This quarter, 226 training events were attended across the 3 BIDs, with the top courses being 20-minute Micro-Learning, Business Essentials and Leadership.

## Top business users:

- DAS
- Burges Salmon
- Ultraleap

The screenshot shows the Training Hub website interface. At the top, there are logos for Redcliffe & Temple BID, Bristol City Centre Business Improvement District, and Broadmead Bristol BID. To the right are search and menu icons. Below the logos is a banner image of a cityscape with the text "LEARN - PERFORM - SUCCEED" and "Training Hub". A subtitle reads "Welcome to your FREE learning platform, open to local business and employees." A "START LEARNING" button with a right arrow is positioned below the banner. At the bottom, there are three colored boxes representing event categories: Hospitality (8 Events), Office 365 (25 Events), and Customer Service Excellence (35 Events).

| Category                    | Number of Events |
|-----------------------------|------------------|
| Hospitality                 | 8 Events         |
| Office 365                  | 25 Events        |
| Customer Service Excellence | 35 Events        |



# FREE TRAINING HUB – BUSINESS UPGRADE AVAILABLE

SeedL, our Training Hub provider, offer an upgrade to businesses who want to get more out of their training. Businesses can upgrade their package for £39 per month to access their own learning dashboard to track their staff's training, as well as a further curriculum of CPD accredited Health and Safety courses.

The Health and Safety courses include Fire Warden Training, COSHH, Food Hygiene, Risk Assessment Training, First Aid, Safeguarding to name a few. If your business is interested in this, please contact Louisa for further information.

The screenshot shows the top section of the Training Hub website. At the top, there are three logos: Redcliffe & Temple BID, Bristol City Centre Business Improvement District, and Broadmead Bristol BID. To the right are search and menu icons. Below the logos is a banner image of a cityscape with the text 'LEARN - PERFORM - SUCCEED' and 'Training Hub'. A subtitle reads 'Welcome to your FREE learning platform, open to local business and employees.' A 'START LEARNING' button with a right arrow is positioned over the image. Below the banner are three colored boxes representing different event categories: Hospitality (8 Events), Office 365 (25 Events), and Customer Service Excellence (35 Events).

| Category                    | Number of Events |
|-----------------------------|------------------|
| Hospitality                 | 8 Events         |
| Office 365                  | 25 Events        |
| Customer Service Excellence | 35 Events        |



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## PSP COST SAVINGS PROGRAMME

The free cost savings programme continued in Q1, and savings identified for businesses is £82,000 in the Redcliffe & Temple BID area and £400,000 across the city centre.

We work with Rishi Sood, MD at Place Support Partnership as our trusted advisor and will continue to offer this valuable cost saving service through the rest of this year.

Visit our [Business Support and Cost Savings Hub here.](#)





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# BUSINESS LIAISON

In Q1 we directly liaised by email, telephone or face to face meetings/workshops, with 301 individuals across our business community and reached over 1,500 people who have signed up to our monthly newsletters.

## Key themes discussed:

- BID events and activity
- Neighbourly Lunch & Learn
- Climate Action Plans with BCNP
- ASB, safety issues and Streetwise support
- Cleansing and graffiti removal support



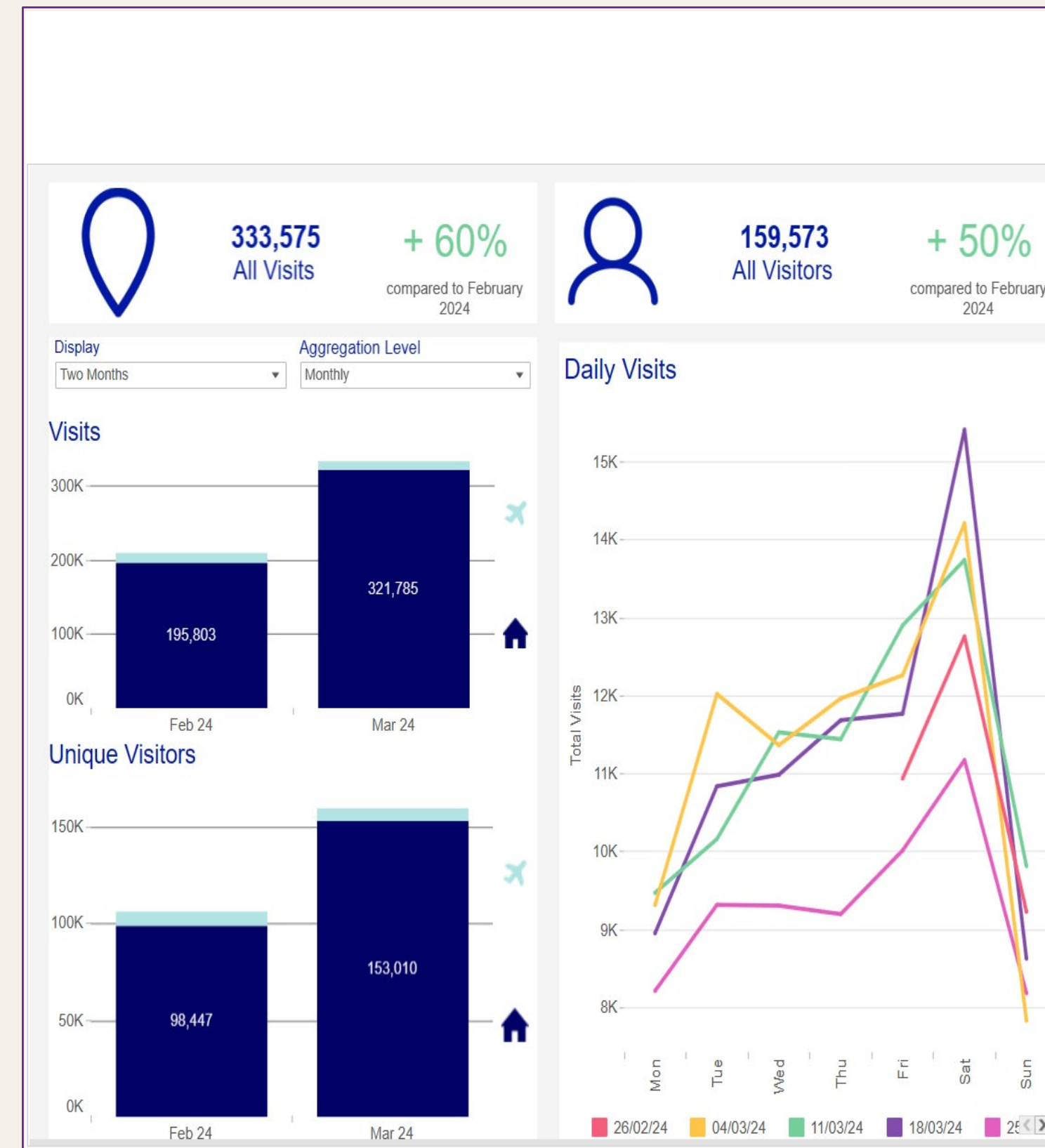


## 02/VIRGIN MEDIA DATA INSIGHTS

Along with the City Centre BID, we have entered a new agreement with 02/VM to receive footfall, via 2 sensors on Park Street and Bristol Bridge and corresponding demographics, catchment and spend power via a data dashboard.

The footfall and insights graph on the BID website is currently being updated with historic footfall and new insights.

In addition, from Q1 we be receiving new Visa spend data from Savills by postcode with comparisons with other locations and split by merchant category.





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# **BUILDING A SAFE AND CARING COMMUNITY**



# TAP FOR BRISTOL

## Donations raised in 2024

The 7 TAP points in Redcliffe & Temple Bid raised £1,044 in Q1

Total TAP donations across the city in Q1 were £4,359

A new TAP point will be installed outside the Novotel Hotel on Victoria Street in April.





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## LUNCHTIME EVENTS

This winter, we continued with our indoor yoga sessions at the beautiful Undercroft of St Mary Redcliffe. We will host the sessions here until the spring when we return to outdoor sessions.

In this quieter quarter (owing to activity around Bristol Light Festival), we had a total of 103 people attend our lunch time events.

- **January:** Yoga x 2
- **February:** Yoga x 2
- **March:** Yoga x 2

Coming up in April, we have organised a plethora of well-being events across both BIDS for Stress Awareness Month, with 6 events booked throughout the month.





# NEIGHBOURLY

In March we hosted a Lunch and Learn event with Neighbourly where we discussed the benefits of Corporate Volunteering and shared the ways in which businesses can easily get involved. We heard from Ablaze Bristol, a local charity about how they benefit from Corporate Volunteers, and from an individual speaking about their own volunteering experience.

This event has boosted engagement on Neighbourly and we look forward to seeing how our volunteering stats change.

- 38 individuals registered
- 19 hours of volunteering completed
- 2 good causes supported

Further volunteering events will be planned, particularly focused around 'National Volunteering Week' which takes place from Monday 3 June.





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## BCRP & BE STREETWISE TRAINING

**Be Streetwise:** Our Project Manager and Head of Projects hosted a training session on the street community to educate businesses on what to do if someone is rough sleeping or causing anti-social behaviour outside your business. We had a total of 21 attendees and feedback was positive. We are looking to host further sessions in the future.

**BCRP:** The accreditation for the Business Crime Reduction Partnership is currently being finalised. Our Head of Projects, Fran, is leaving for a BID CEO role in Cheltenham so we are recruiting a BCRP Manager on a part time basis to manage this project.





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# MARKETING

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## Marketing

# WEBSITE & EMAIL

The graph top right shows website visitors MoM dating back to 2022. Q1 of 2024 experiencing a 113% increase in visits versus 2023, from 2.8k to 6.1k.

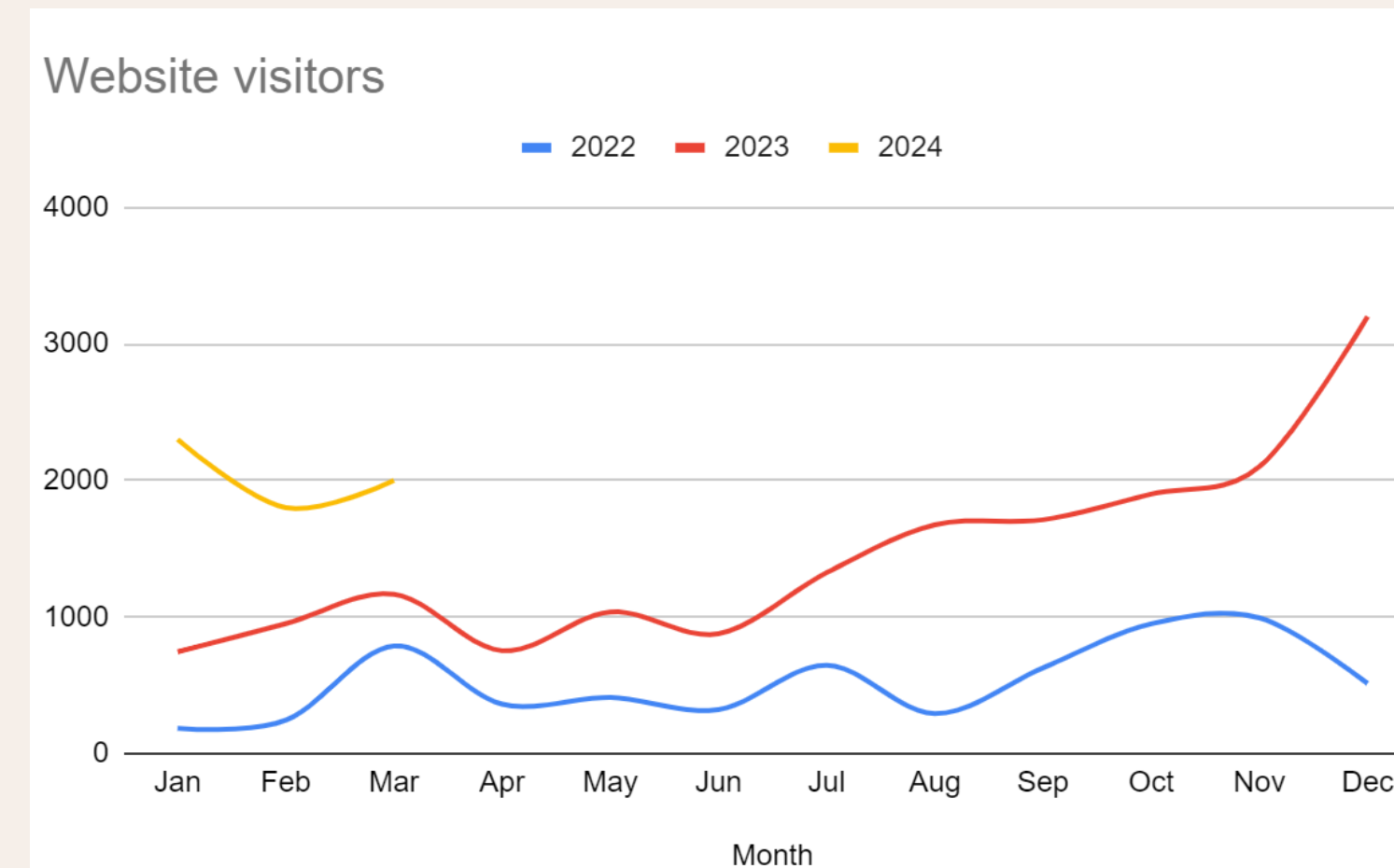
Our most read pages for the quarter were Yoga Flow, Dr Bike and Bristol Light Festival Walking Tours.

Our average open and click through rates for our newsletters for the last quarter:

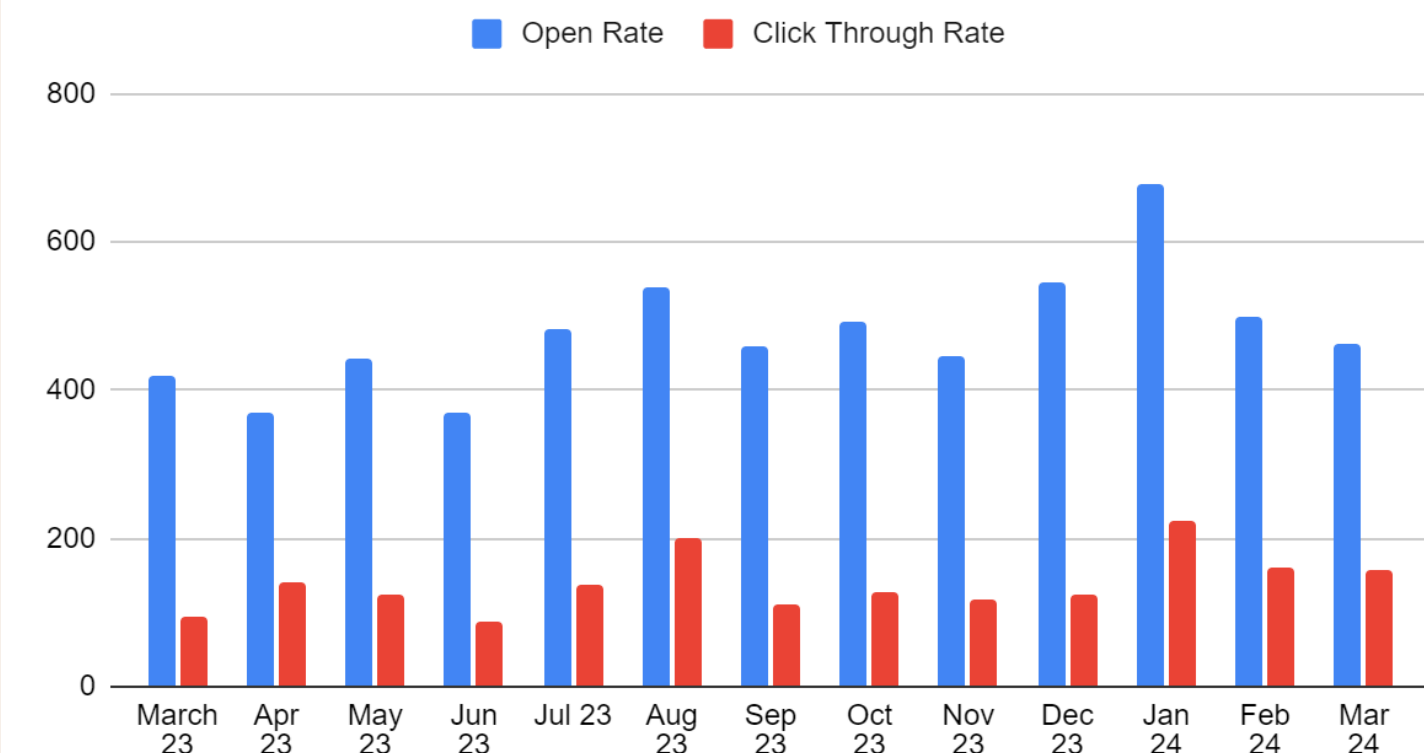
- Open rate average: 33% (versus 36% over past year)
- Click through rate average: 10% (versus 10% over past year)

We achieved a 46.4% open rate and 15.3% click through rate for our newsletter in January, subject line:

*New BID members, Bristol Light Festival updates, Free Lunchboxes and more.*



Emails - Open Rate and Click Through Rate



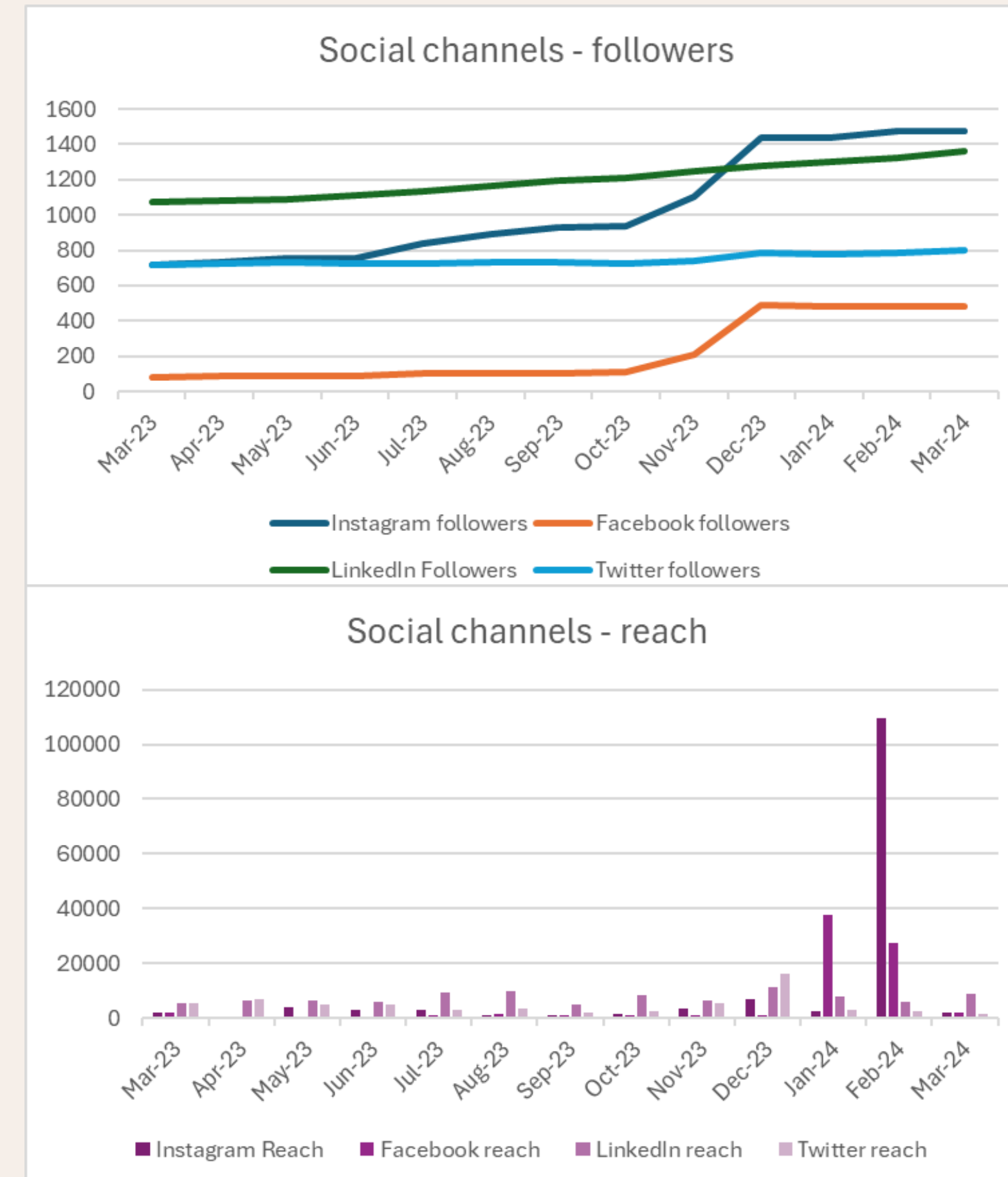


## Marketing

# SOCIAL MEDIA

We are continuing to grow our social media channels in Q1 2024. LinkedIn is our highest growing channel this quarter with a 5.1% increase, followed by Twitter with a 2.8% increase. Both of these channels received a boost in followers as part of our Elf on the Shelf Christmas activation throughout December.

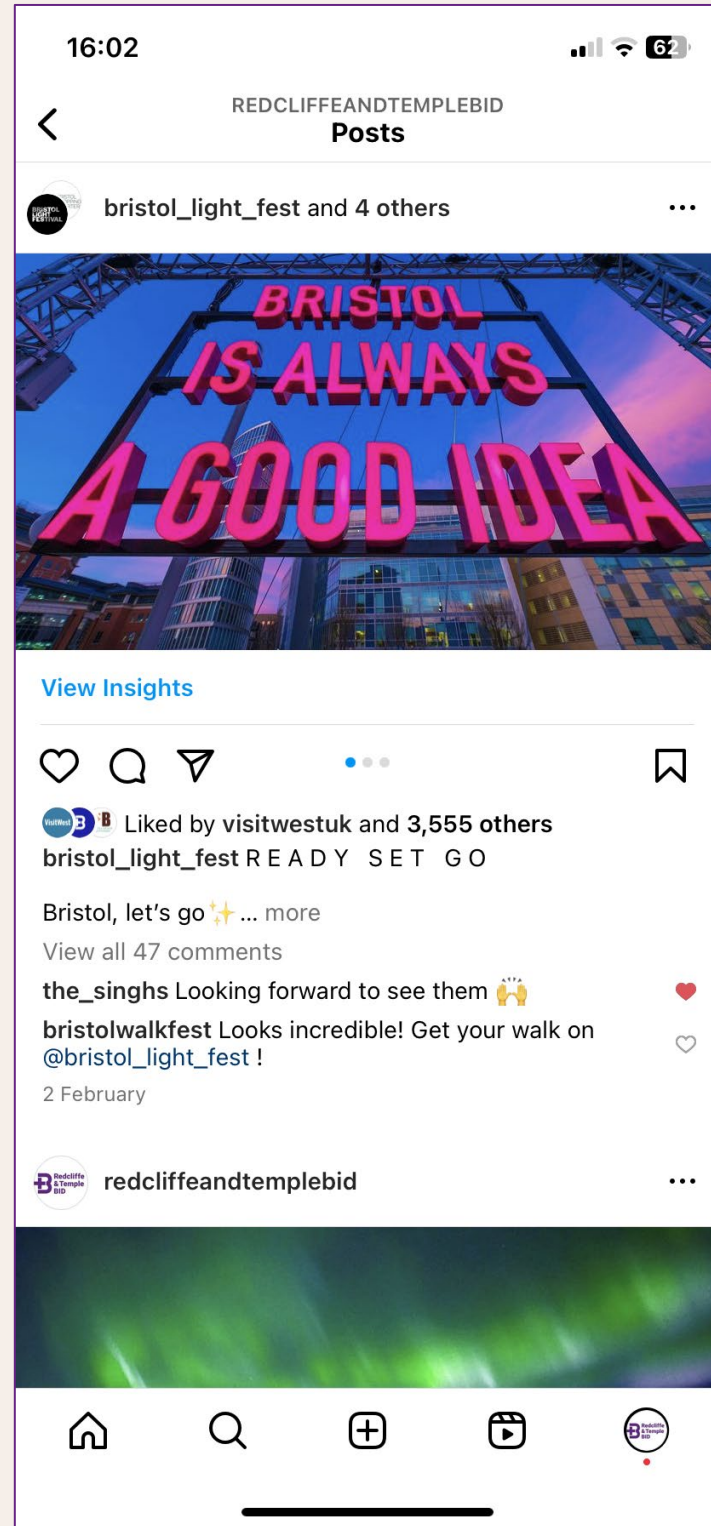
Facebook, Instagram and LinkedIn all achieved elevated levels of reach during January and February due to Bristol Light Festival. Instagram was particularly successful due to collaborative posts during the period.





## Marketing

# MOST LIKED POSTS



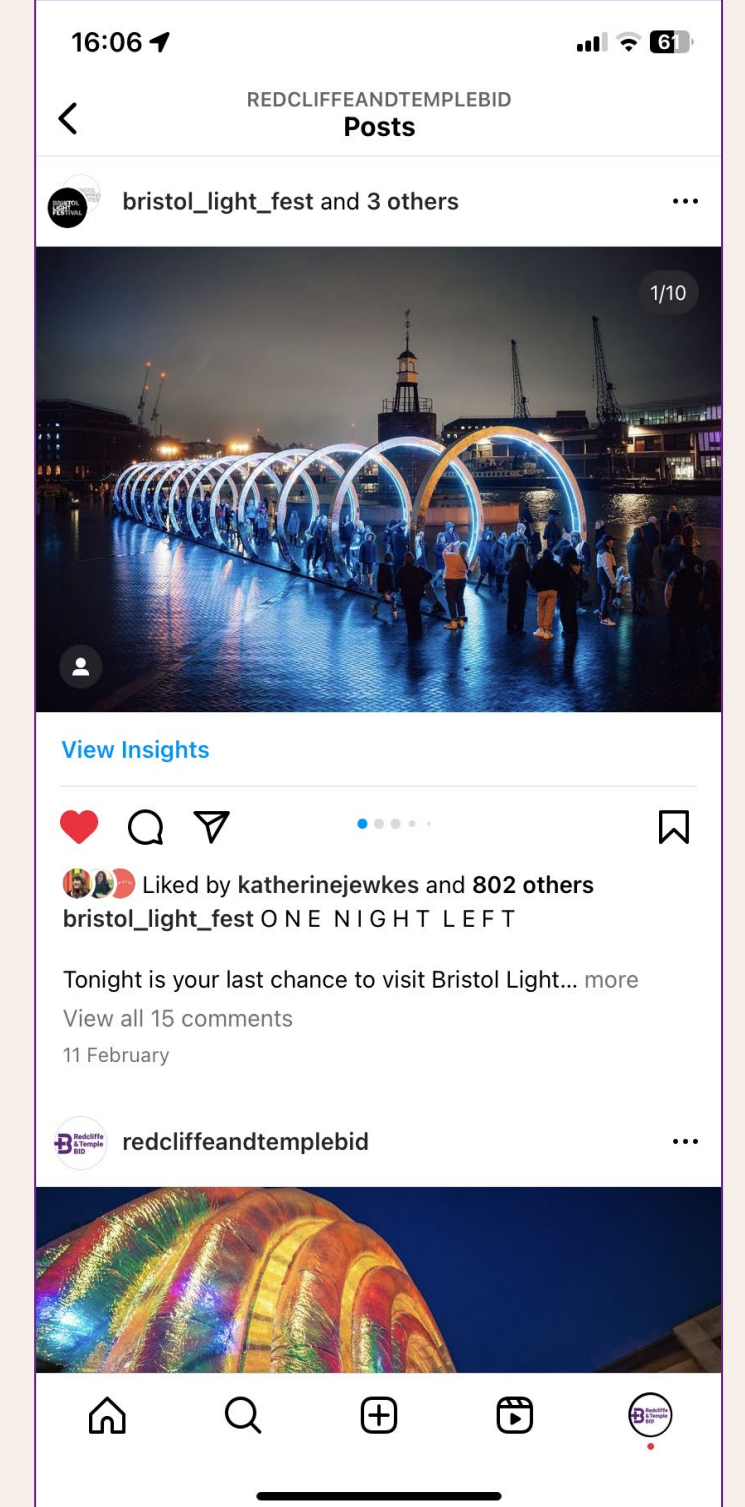
Likes: 3,556  
Reach: 48.6k



Likes: 1,821  
Reach: 35.3k



Likes: 1,400  
Reach: 35.2k



Likes: 803  
Reach: 9.3k



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# FINANCE



# BUDGET UPDATE 2023/24

|   | 23/24 Actual     | 23/24 Business Plan Budget |
|---|------------------|----------------------------|
|   | Nov23 - Oct24    |                            |
| <b>Income</b>   |                  |                            |
| Levy at 1.5%  | 859,409          | 1,059,303                  |
| Other income  | 3,042            |                            |
| <b>Total</b>  | <b>862,451</b>   | <b>1,059,303</b>           |
| <b>Expenditure</b>                                    |                  |                            |
| <b>Creating &amp; Maintaining quality spaces</b>      | 254,520          | 228,600                    |
| <b>Improving sustainability &amp; the environment</b> | 141,466          | 114,300                    |
| <b>Creating &amp; promoting a vibrant place</b>       | 202,632          | 204,110                    |
| <b>Connecting &amp; representing businesses</b>       | 99,981           | 97,970                     |
| <b>Building a safe &amp; caring community</b>         | 158,667          | 171,450                    |
| <b>Management and overheads</b>                       | 109,551          | 182,000                    |
| <b>Contingency and loan repayment</b>                 | -                | 53,530                     |
| <b>Total</b>  | <b>966,817</b>   | <b>1,051,960</b>           |
| <b>Underspend/(Overspend) current year</b>            | <b>(104,366)</b> |                            |
| <b>Underspend b/fwdprevious years</b>                 | <b>170,993</b>   |                            |
| <b>Total underspend/(overspend)</b>                   | <b>66,627</b>    |                            |



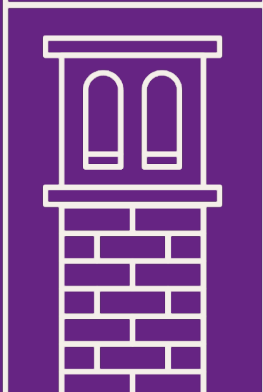
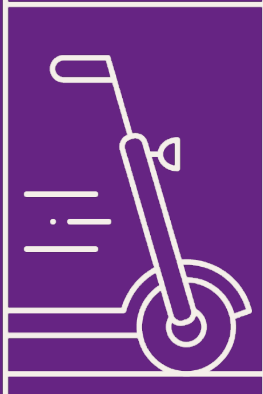
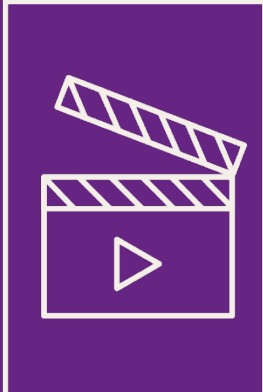
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## LEVY COLLECTION UPDATE:

### Levy Collection Statistics to April 1, 2024

|               | <b>% Collected</b>       | <b>Outstanding</b> |
|---------------|--------------------------|--------------------|
| <b>Year 1</b> | 99%                      | £2,565             |
| <b>Year 2</b> | 99%                      | £7,988             |
| <b>Year 3</b> | 100%                     | £2,220             |
| <b>Year 4</b> | 85%                      | £124,893           |
|               | <b>Total Outstanding</b> | <b>£137,666</b>    |





**THANK YOU**

