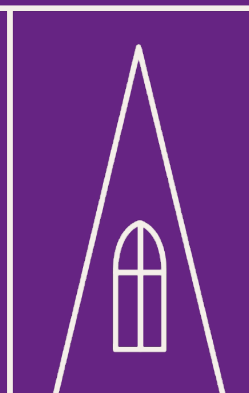
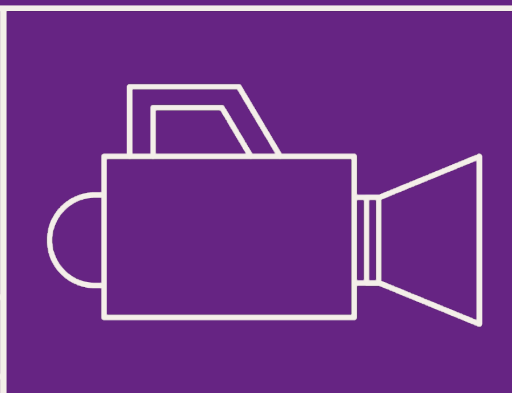
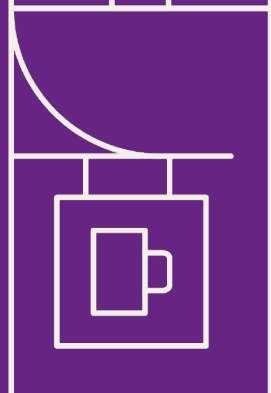
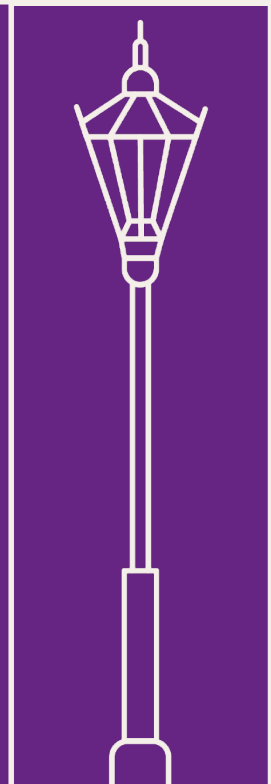
**Redcliffe
& Temple
BID**

Q4 PERFORMANCE REPORT

October to December 2024



CONTENTS

CREATING AND MAINTAINING QUALITY SPACES

CLEANSING, PARKS & GREEN SPACES, WILDFLOWER MEADOW PLANTING

IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

BRISTOL CLIMATE & NATURE PARTNERSHIP, DR BIKE, TRANSPORT PROJECTS

CREATING AND PROMOTING A VIBRANT PLACE

LOVE BRISTOL GIFT CARD, ELF ON THE SHELF, TREEFEST, BRISTOL LIGHT FESTIVAL

CONNECTING AND REPRESENTING BUSINESSES

ANNUAL REVIEW MEETING, BRISTOL TECH FESTIVAL, LUNCH & LEARN, CONSULTATION RESPONSES, TRAINING HUB, BUSINESS LIAISON, O2/VM DATA AND VISA INSIGHTS

BUILDING A SAFE AND CARING COMMUNITY

TAP FOR BRISTOL, LUNCHTIME EVENTS, CHRISTMAS STAR CONCERT, NEIGHBOURLY, BUSINESS CRIME REDUCTION PARTNERSHIP

MARKETING

WEBSITE, EMAIL, SOCIAL MEDIA

FINANCE

BUDGET UPDATE, LEVY COLLECTION UPDATE



CREATING AND MAINTAINING QUALITY SPACES

CLEANSING

Our cleansing team provide free graffiti removal and deep cleansing for businesses within the Redcliffe & Temple BID area. This quarter they responded to business requests, as well as ensured that the public realm continued to look welcoming for people working in, visiting, or passing through the area.

Graffiti removal:

October: 320 items of graffiti removed

November: 159 items of graffiti removed

December: 149 items of graffiti removed

Deep cleansing:

October: Temple Quay, Redcliffe Way, Redcliff Street

November: Novotel Bristol Centre, Leonardo Hotel, Doubletree by Hilton, Hilton Garden Inn

December: Counterslip, Cornubia Pub Car Park, Temple Bridge



PARKS & GREEN SPACES

We continue our work to improve the parks and green spaces in Redcliffe and Temple, and have been working on several locations in 2024:

- **Portwall Gardens** - BCC Parks have confirmed that they will deliver the project during the BID year (by November 2025). We await next steps to finalise the design.
- **Freshford Lane Pocket Park** – We commissioned Ridge to re-design this small green space, these designs have been provided to BCC who hope to be able to make the improvements as part of the wider Redcliffe Way transport scheme.
- **Quaker Burial Ground** – We have offered £10k to a joint project to improve this space however this is now at risk as the Redcliffe Wharf development scheme has been pushed back.



WILDFLOWER MEADOW PLANTING

In October we were pleased to receive the West of England Combined Authority Bee Bold Award for our Wildflower Meadow at St Mary Redcliffe Church.

In November we hosted another lunchtime session at St Mary Redcliffe Church to remove the cuttings from 2024 and infill further plants.

We also hosted our first ever session at Central Church, planting wildflowers around the edge of their site. We will monitor progress here and hope to return next year for additional planting.



IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

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 are due to 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 climate journey.



DR BIKE

In October and November the monthly workshops at Left Handed Giant, Glass Wharf & Double Puc Café, plus special sessions at offices the Distillery and 10 Victoria Street saw 64 bikes serviced.

From January 2025 Double Puc will be the host of Dr Bike in Temple Quay, taking over from 2 Glass Wharf. We're grateful for their enthusiasm to host us and offer of free coffee for our mechanics!

It was decided to not host a session in December this year with us doing additional sessions in the summer instead.

Thanks again to Bristol City Council's Transport Business Engagement team for providing a 50% grant for the delivery of our Dr Bike service in 2024 and 2025.



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.

[Read our response here.](#)

December marked the conclusion of our Cargo Bikes for Bristol project. As discussed previously, 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.



CREATING AND PROMOTING A VIBRANT PLACE

LOVE BRISTOL GIFT CARD

Over 180 business across the city are now signed up to accept the gift card.

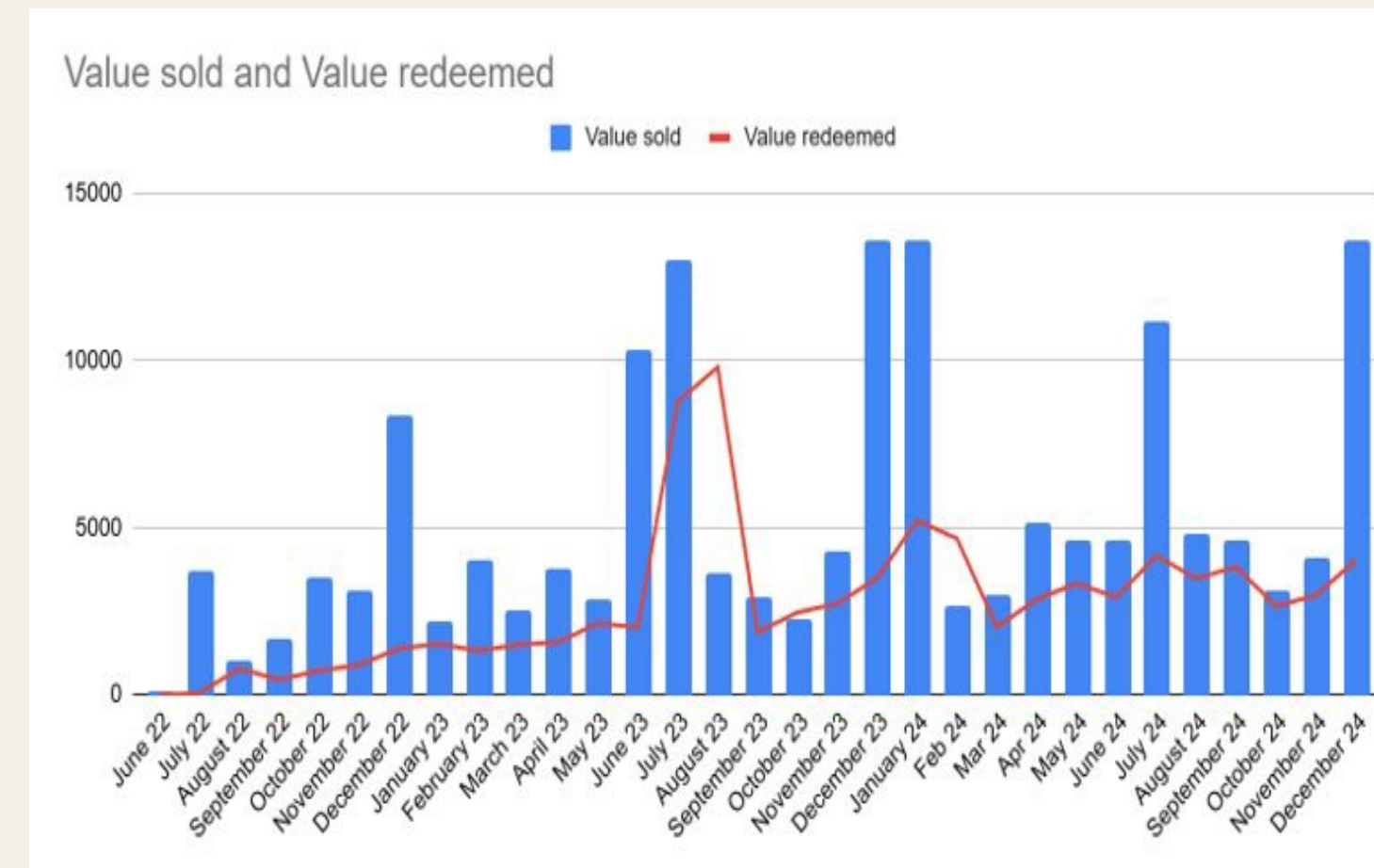
Sales

- Since the start of October 2024, we have sold £22,226.03 worth of gift cards.
- December proved a record sales month with £13,585 worth of gift cards sold.
- Our 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 worth of Love Bristol Gift Cards.

Redemptions

- Since the start of October, gift card owners have redeemed £10,766.49.
- The graph on the right shows monthly sales and redemptions, with key selling times during 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](#).



ELF ON THE SHELF

The 2023 giant Elf on the Shelf campaign that we ran last year, was to such great effect that we extended it into the Bristol City Centre BID area this year. 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



TREEFEST

Once again, Redcliffe & Temple BID proudly sponsored Treefest in 2024. The charitable event for local people, schools, businesses, charities, community groups and other organisations to decorate a tree and display it in the atmospheric gothic surrounds of St Mary Redcliffe Church, publicising businesses whilst raising money for local charities.

There were 90 trees on display, with an online winner of the visitor's favourite tree and the paper vote winner of visitor's favourite tree.

- Online Vote: Young & Free
- Paper Vote: Bridges for Communities – Stitching Together

Total Visitors – 7,000

Money raised - £6,600 – to be divided equally between Sixty-One and the Redcliffe Hub.



BRISTOL LIGHT FESTIVAL 2025

Bristol Light Festival returns for 2025, dazzling the city from 31 January - 9 February.

With eight of the installations already announced, this year is shaping up to be illuminating! This year, we are focusing on encouraging visitors to extend their visit to the city, by engaging with local businesses and promoting hotel and food & drink offers, cultural destinations and fringe events, including guided tours, artist talks, photography walks, runs, and a silent disco tour.

This year we are introducing merchandise, with BLF beanies, totes and official prints being available to purchase, along with the festival beer 'Shining Stars' by Left Handed Giant being sold across the city.



CONNECTING AND REPRESENTING BUSINESSES

ANNUAL REVIEW MEETING

14th November at The Novotel Hotel

The Annual Review was a wonderful opportunity for levy payers to meet the Redcliffe & Temple BID team, hear about our progress over the last twelve months, and to gain insight on the plans for future projects in the area and the BID itself.

See [annual report here](#).



BRISTOL TECH FESTIVAL

- We proudly partnered with this year's [Bristol Technology Festival](#), alongside Bristol City Centre BID.
- This year's festival concluded with record engagement and a showcase of the city's thriving tech landscape.
- With 46 diverse partner events and more than 4,000 attendees, the festival truly demonstrated Bristol's reputation as a major innovation hub.
- Standout events like CyberCon drew over 200 companies and 6,000+ digital impressions and, overall, the festival engaged over 781,000 people online.



LUNCH & LEARN

Bristol Financial Resilience Action Group - 7th November at Armada House

Hargreaves Lansdown's research into national Financial Resilience, has resulted in the creation of the Bristol Financial Resilience Action Group (BFRAG), aimed at improving the financial wellbeing of businesses' employees.

Bristol Financial Resilience Action Group (BFRAG) said: *"We're on a mission to make Bristol the most financially resilient city in the UK. We're 12 months in and looking for new signatories to join the existing 18 companies that we're working with."*

This Redcliffe & Temple BID Lunch & Learn event was in partnership with BFRAG and offered an opportunity to explain the scheme in detail, about what it is they offer in terms of free financial wellbeing education sessions for levy payers and to look for sign ups to the scheme.

The session was a great success, with near 100% sign up to the scheme.



CONSULTATION RESPONSES

In Autumn we responded to Bristol City Council's Harbour Placemaking Strategy which outlines the future of Bristol Harbour and how it can be an asset for residents, visitors and people enjoying their time in Bristol city centre. [View our response here.](#)

We have also been working closely with the City Centre Design and Delivery Team on their Public Realm Design Code and will be responding to the Broadmead Design Code in January 2025.

We await the next steps regarding the City Centre Transport Changes following the consultation in Summer 2024. [View our response here.](#)

In 2025 we look forward to being partners in the design of the consultation on the Workplace Parking Levy and Kerbside Strategy.



FREE TRAINING HUB

This quarter, 177 training events were booked across the 3 BIDs, with the top course categories being Leadership, Office 365 and the 20-minute Microlearning courses.

The most attended sessions were:

Excel, Leadership Essentials, Protecting your Mental Wellbeing, Communication Skills and Project Management.

Top business users:

- DAS
- Estrella Ventures
- PWC



BUSINESS LIAISON

In Q4 we directly liaised with over 200 individuals across our business community via email, telephone, or face-to-face meetings/workshops, and reached over people who have signed up to our monthly newsletters.

Key themes discussed:

- Bristol BID consultation plans
- BID lunchtime events and activity
- Training courses
- ASB, safety issues and Streetwise support
- Cleansing and graffiti removal support

We are working with JLL and HTC to propose setting up a Workplace Management Forum to help increase engagement with office tenants.

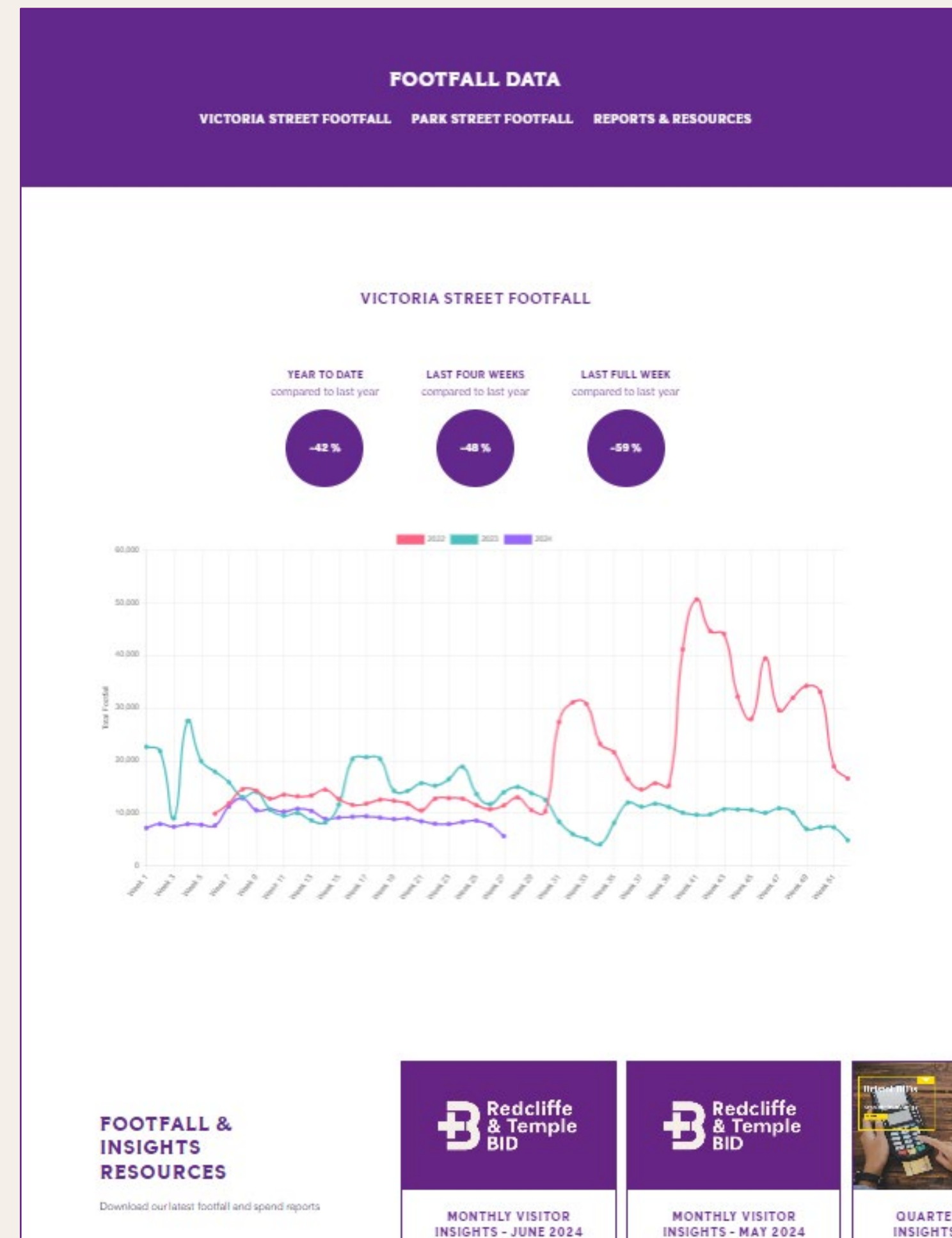


02/VIRGIN MEDIA DATA INSIGHTS

The BID [Footfall & Insights](#) website pages have been updated with the latest 02/VM monthly visitor insights report which summarises our visitor numbers, demographics and spend power vs the UK averages.

Also uploaded to the website is the Q3 spend insights with detailed information of total level spend vs last year and a sector spend breakdown including a time-of-day split. Included in this report is comparative spend data vs Bath, Cardiff and Cribbs Causeway.

These [pages](#) have received 964 visits from 253 users this year to date.



BUILDING A SAFE AND CARING COMMUNITY

TAP FOR BRISTOL

Donation Point Monthly Figures for Q4

- October: £330
- November: £291
- December : £435

Total raised for quarter 4 (R&T): £1,056

Total raised for quarter 4 (overall): £4,125

All units within the Redcliffe & Temple BID have been replaced where needed.



LUNCHTIME EVENTS

Wellbeing Events

October: 2 x Yoga, 1 x Tai Chi, 1 x Sound Bath – with 96 sign ups

November: 2x Yoga, 1 x Tai Chi, 1 x Sound Bath, 1 x Behind the scenes tour at Bristol Old Vic – with 103 sign ups

December: 1 x Tai Chi, 1 x Sound Bath, 1 x Behind the scenes tour – The Bristol Beacon – with 57 sign ups (no yoga due to instructor travelling)

Plus, we were getting ready for Spring, with Wildflower Bulb Planting Sessions: x 3 – with 73 sign ups

Then, lastly, we hosted some special seasonal Special Events: 1 x Winter Light Photography Walk and 1 x Wreath Making Workshop in December- with another 34 sign ups

That is 363 sign ups over the quarter

Our event listings page has achieved 1,076 web visits from 484 users this quarter.



CHRISTMAS STAR CONCERT

12th December at St Mary Redcliffe Church

This year, we were delighted once more to sponsor the Bristol & Weston Hospitals Charity for their Christmas Star Concert – it really was the perfect way to spread festive cheer, whilst raising vital funds to support patients, their families, and the amazing NHS staff at ten hospitals across Bristol and Weston.

The concert was jam-packed with amazing harmonies of Hannah More Primary School to the Christmassy Dickens-style Owls of Pill and the Hospital Choir delivering medicine in the form of music, the evening ended with Bristol's own Bristol A Cappella, who brought a splendid performance to close the show. There was also heart-warming stories from hospital staff, patients and fundraisers, all perfectly orchestrated by the host BBC Radio Bristol's John Darvall.

Raised - £11.4k



NEIGHBOURLY

We renewed our package with Neighbourly for another year. This year's focus will be to embed the programme into company's policies.

We promoted Bristol Central Church's Christmas Shoebox Appeal and promoted other Christmas volunteering opportunities as part of Neighbourly's GoGive Campaign.



BCRP – our dedicated PCSO

Nat has made 208 engagements with 61 individual businesses this quarter. His commitment to addressing a range of incidents has been instrumental in supporting businesses within our Partnership.

One of the key highlights took place in October, during SABA week – a collaboration between Avon and Somerset Police, Bristol BCRP and the three BIDs – Broadmead BID, Redcliffe & Temple BID and Bristol City Centre BID.

Nat played an instrumental role in addressing crime and antisocial behaviour in Bristol. Through high-visibility and plain-clothed patrols, the operation resulted in:

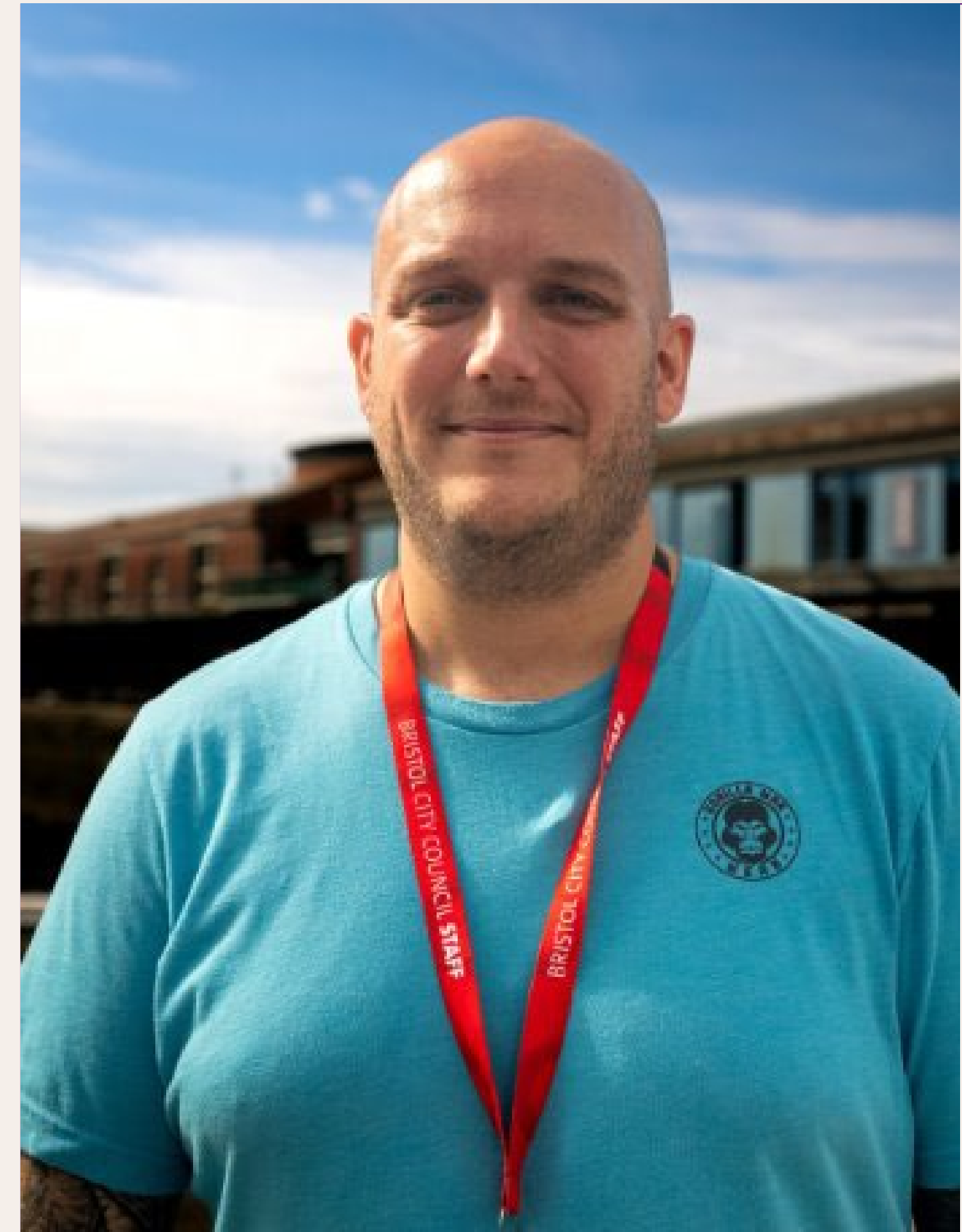
- 4 arrests for theft, fraud and drug offences
- 6 stop searches
- 7 enforcement actions for breaches of CPN and CPW.

Nat's proactive engagement with the BID businesses and the public was key to the SABA's success.



BCRP – our Streetwise Officer

- 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



BCRP - Drop-In Sessions

- To support businesses during the busy festive season, we introduced a temporary approach to our Retail Security meetings in Cabot Circus in December and January. Rather than the usual group format, Police Sergeant Sean Underwood was available for one-on-one sessions in designated office locations, offering businesses a confidential space to discuss security-related concerns.
- These sessions, held at Sainsbury's Queens Rd and the Broadmead BID Office in The Galleries, provided an opportunity to address incidents recorded on the DISC intelligence platform and other relevant issues.
- This initiative aimed to strengthen the partnership between local businesses and the Police, helping ensure a safer festive season for all.
- Our regular Retail Security meeting returns on Wednesday 5th Feb at 11AM in Cabot Circus.
- For more details, please visit our [BCRP website](#).



MARKETING

JENNI TAMLIN

Marketing Manager

jenni@bristolcitycentrebid.co.uk

JESS TURNER

Marketing Executive

jess@bristolcitycentrebid.co.uk

STANLEY GRAY

Marketing Assistant

stan@bristolcitycentrebid.co.uk

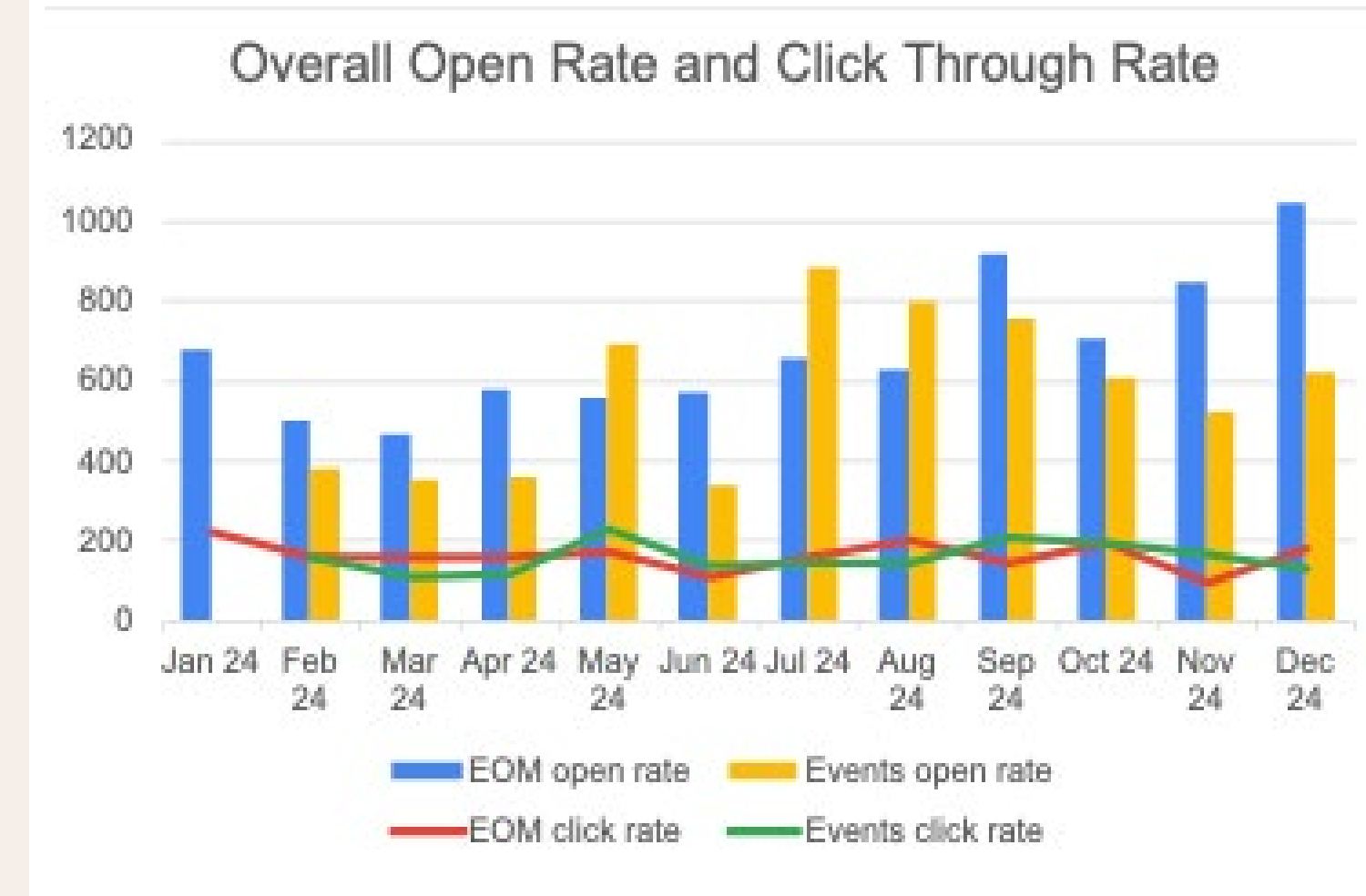
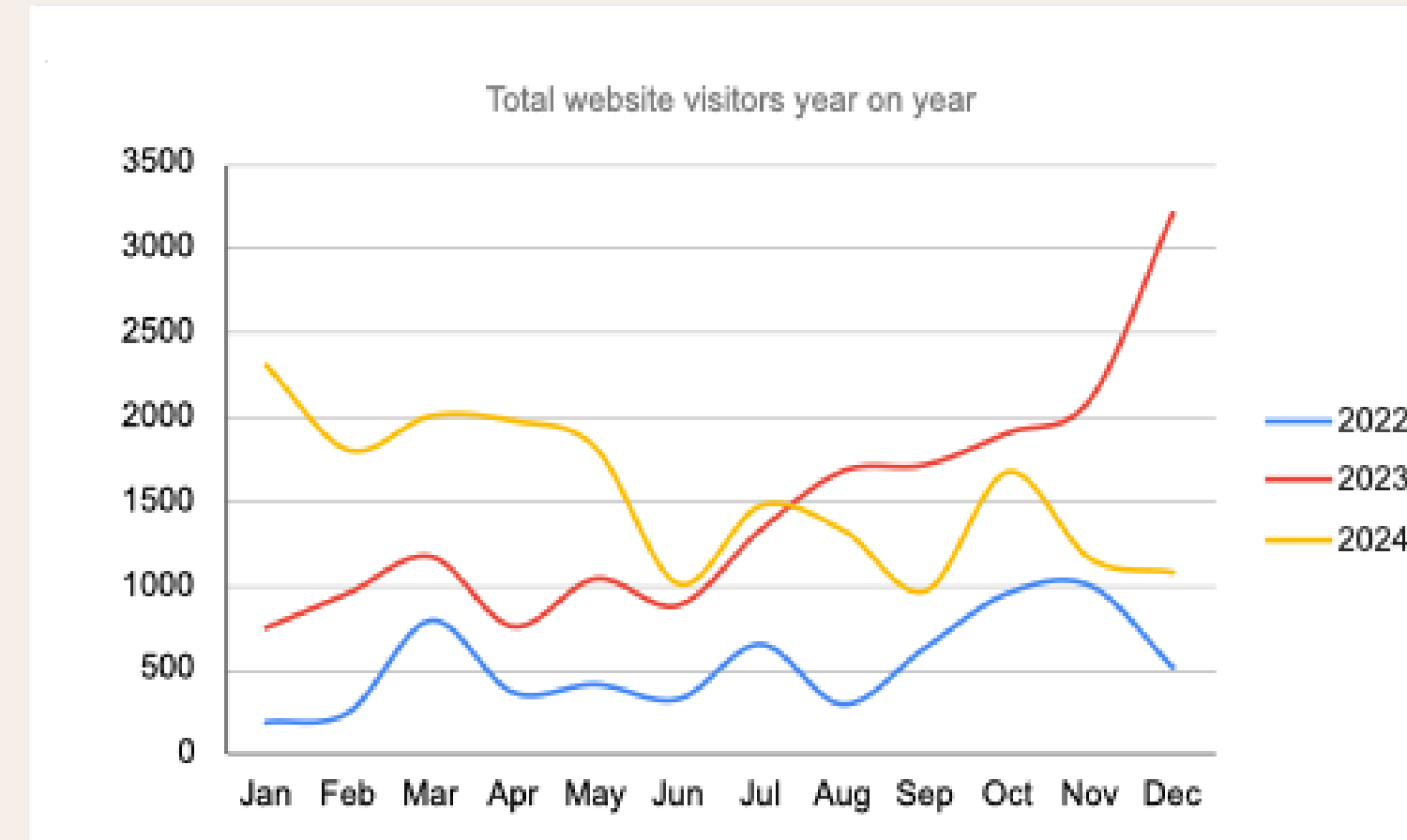
WEBSITE & EMAIL

The graph top right shows website visitors MoM, dating back to 2022. Q4 2024 saw a 3% increase in web visitors compared to Q3, from 3.7k to 3.8k. Compared to Q4 2023, traffic was down 30%. The most viewed pages this quarter were the autumn wildflower meadow event listing, Dr Bike listing, and Elf on the Shelf news story.

Our average open and click through rates for Q4 include:

- EOM open rate average: 49% (versus 42% average to date)
- EOM click through rate average: 9% (versus 10% average to date)
- Events open rate average: 34% (versus 40% average to date)
- Events click through rate average: 10% (versus 12% average to date)

The highest opened newsletter was December's newsletter which achieved an open rate of 58.3% and click through rate of 10.10%. This had the subject line '*Exciting updates for your team this December ✨*'



SOCIAL MEDIA

We are continuing to grow our social media channels in Q4 2024. Instagram is our highest growing channel this quarter with a 4.14% increase in followers, bringing the total to 1,610 followers. Our LinkedIn following has also increased by 3.64% this quarter.

Q4 saw a 61.31% decrease in Instagram reach, 31.13% decrease in LinkedIn reach, and 6.46% decrease X reach compared to Q3 2024. Q4 however did experience a 2.93% increase in Facebook reach.

Elf on the Shelf collaboration posts in December helped our Instagram channel generate 27,005 impressions from 2,444 engaged accounts.



FINANCE

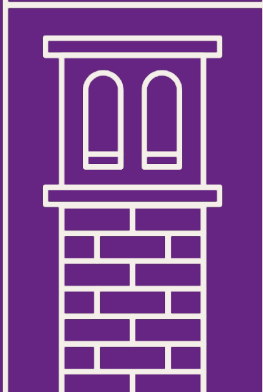
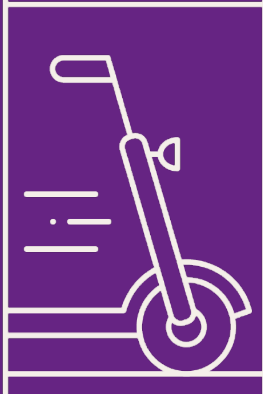
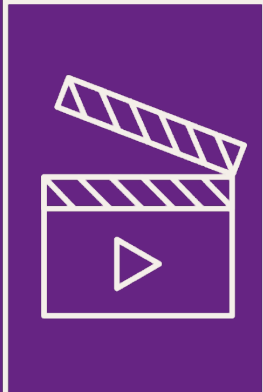
BUDGET UPDATE January 2025

Finance Table	24/25 Actual	24/25 Business Plan Budget
	Nov24 - Oct25	
Income		
Levy at 1.5%	820,381	1,075,710
Other income	3,042	
Total	823,423	1,075,710
Expenditure		
Creating & Maintaining quality spaces	241,395	233,790
Improving sustainability & the environment	151,013	116,900
Creating & promoting a vibrant place	183,083	208,740
Connecting & representing businesses	81,575	100,200
Building a safe & caring community	131,440	175,340
Management and overheads	115,701	186,030
Contingency and loan repayment	-	54,710
Total	904,207	1,075,710
Underspend/(Overspend) current year	-80,784	0
Underspend b/fwd previous years	105,451	
Total underspend/(overspend)	24,666	

LEVY COLLECTION UPDATE:

Levy Collection Statistics to October 31, 2024

Levy Collection Stats to October 31 2024		
	% Collected	Outstanding
Year 1	100%	£0
Year 2	100%	£0
Year 3	100%	£0
Year 4	97%	£23,730
	Total Outstanding	£23,730



THANK YOU

