The development of the BID is being joint funded by Destination Bristol and Redcliff Quarter – this is a partnership approach to support the promotion and improvement of this vital area for Bristol’s economy.

This proposal draws on the expertise and guidance of our Advisory Group.

**Chair:**  
John Hirst, Destination Bristol

**Members:**  
Jonathan Bower, Partner, Womble Bond Dickinson  
Gavin Bridge, Executive Director, Cubex  
Lisa Cameron, Commercial Managing Director, Bristol Post  
Ray Cliff, Managing Director, OPTIMISE Destination Management Solutions  
John Dowling, General Manager, Doubletree by Hilton Hotel, Bristol City Centre  
Chris Hays, Partner, Cushman & Wakefield  
Phil Hodgson, Associate Director, Arup  
William Juckes, Partner, Clarke Willmott  
Sarah Morrison, Economic Development Officer, Bristol City Council  
Councillor Steve Pearce, Bristol City Council  
Simon Prescott, Senior Planning Partner, Barton Willmott  
Daniel Slater, Area Business Manager, Barclays
The Redcliffe and Temple area is emerging as a commercial powerhouse for Bristol and the South West region. Here we have the organisations that have made Bristol a leader in Europe’s legal, business advisory and financial services sectors. Start-ups and high growth businesses balance established companies in traditional sectors. We have innovative media, digital marketing, advertising and creative businesses. Channel 4 have chosen to locate their creative hub in Finzels Reach.

We have excellent connectivity thanks to our proximity to Temple Meads station and the M32. This is a spectacular place with historic buildings such as the magnificent St Mary Redcliffe Church and confident new architecture, regenerated waterfronts, showpiece bridges, hotels, cafes and restaurants.

But this area isn’t without challenges. It is still undergoing massive transformation. Critical infrastructure is being completed; roads are under construction; new neighbourhoods are taking shape; and there are plans to upgrade Temple Meads station and its surrounding area.

Redcliffe and Temple businesses require a united voice that is heard by decision makers. The aim is to ensure this area works for its businesses, employees, visitors and residents. They are looking for a first class business destination which is accessible, welcoming and safe for all and for it to be known not only as a thriving commercial district – but also as an outstanding community.

To achieve these aims local businesses are proposing a Business Improvement District (BID) for the Redcliffe and Temple area.

This Prospectus identifies the priorities of businesses in this area and explains how they can be met through a structured and costed plan. The Redcliffe and Temple BID development team will now take the time to listen to businesses once again and take on board their feedback to these initial proposals. The final BID Prospectus will be produced in March 2020 ahead of a vote in September 2020.

We have included details of the BID process and timings, explaining how businesses can participate in the BID vote.

“I am proud to have been a key player in transforming and regenerating the Redcliffe area. We now need this BID to underpin the ongoing developments, to invest in the area and to ensure that it is clean, safe and dynamic so that all can prosper. Please join me in backing the BID!”

Gavin Bridge, Executive Director, Cubex

John Hirst
Chief Executive
Destination Bristol
WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

- A BID is a defined area where business ratepayers agree to pay a levy into a fund for a fixed period of time. Specific agreed initiatives are then delivered to meet the businesses’ priorities.
- A BID begins when an independent ballot has been conducted. To be successful there must be both a simple majority of the number who vote and a simple majority of the aggregate rateable value represented by those who vote.
- A BID provides added value; it cannot deliver services that the local authority currently provides.
- There are over 320 BIDs in the UK. For more information about BIDs visit www.britishbids.info

HOW DOES THE BID PROCESS WORK UP TO BALLOT?

- A postal ballot will take place in September 2020.
- Each eligible business will receive a ballot paper.
- The initial BID term will be 5 years; for the BID to continue, another ballot would be required.
- The BID will deliver projects identified during the consultation period. A final version of this Prospectus will be available in March 2020.
- Eligible businesses will pay a levy of 1.5% of their rateable value each year.
- Businesses contributing to a managed outdoor space will receive a 50% discount (eg. Temple Quay).
- A baseline agreement will be established with Bristol City Council.

For further details about the ballot and the levy, please see pages 17 and 18.

Two very successful BIDs are already in operation in Bristol City Centre; both delivered by Destination Bristol.

The Broadmead BID commenced in 2005 www.broadmeadbristolbid.co.uk
The Bristol City Centre BID commenced in 2017 www.bristolcitycentrebid.co.uk
THE REDCLIFFE AND TEMPLE BID AREA

“This BID offers a great opportunity to create an identity for the Redcliffe and Temple area, providing real benefits for our business and our staff. Working together we can influence how the area grows, ensure that it is well managed and that our staff benefit from collaborative projects focused on improving their working environment and well-being as well as contributing back to the community”

Jonathan Bower, Partner, Womble Bond Dickinson
THE VISION:
A FIRST-CLASS BUSINESS DESTINATION WHICH IS ACCESSIBLE, WELCOMING AND SAFE FOR ALL

The shared vision is for a thriving business district which supports and encourages investment and business growth; has a flourishing and cohesive business community; is welcoming to visitors and tourists; is inclusive, clean and colourful, safe, dynamic and diverse.

The Redcliffe and Temple BID will be shaped and owned by the businesses that it represents. In developing our plans we have listened to the views of scores of local business people, held a workshop, participated in face-to-face meetings and invited all businesses to complete online questionnaires.

This feedback has given us a clear insight into the priorities of local businesses, which we have taken on board in shaping our plans.
PLACE MARKETING

YOUR TOP PRIORITIES
• Market the area
• Promote the businesses
• Events (markets, art, music)
• Attract investment

OUR RESPONSE
We will create a strong identity for the area and position it as a first-class business destination. Events would be delivered to bring the area to life.

BRAND IDENTITY
The BID team would work with experts to create a strong image for the area which will be used in all marketing and communication.

MARKETING
The area would be positioned as Bristol’s ambitious business destination. A co-ordinated marketing strategy would be developed which benefits levy payers across all sectors and encourages investment.

EVENTS
Activities would be delivered to animate the streets and bring people together. Spaces between buildings could be used for exhibitions, installations and food and music events.

LOYALTY SCHEMES
These would be aimed at benefiting staff and businesses and keeping money circulating within the BID area.
BUSINESS REPRESENTATION

YOUR TOP PRIORITIES
• Business and community networking
• Having your views represented
• Being consulted on plans for the area

OUR RESPONSE
The BID team will provide a clear, unified voice, championing businesses in the BID area. It will act as the single point of contact for businesses, ensuring they are kept informed.

NETWORKING
Build inter-business networks to encourage everyone to work together, sharing experience and best practice. Facilitate joint corporate social responsibility initiatives and community events.

STRONG RELATIONSHIPS
Build relationships with planned future neighbourhoods adjacent to the BID area including the new Bristol University campus.

REPRESENT YOUR VIEWS
Communicate clearly and loudly the views of businesses and professionally represent the BID area.

COMMUNICATION
Deliver a messaging and information-sharing interface for efficient, two-way communication between BID management and businesses.
ACCESSIBLE

YOUR TOP PRIORITIES
• Improved walking experience
• Improved cycling experience
• Increased signage
• More bus stops and taxi ranks

OUR RESPONSE
The BID team will work with transport operators, travel forums and Bristol City Council to improve public transport, cycling and pedestrian access. The aim will be to make the area accessible for all.

CYCLE ROUTES
Highlight concerns relating to current cycle routes and work with Bristol City Council and key stakeholders to implement solutions. Identify sites for secure cycle stores and use BID funds to implement them.

BUS STOPS AND TAXI RANKS
Lobby on behalf of businesses to increase the number of bus stops and taxi ranks in the BID area – and their frequency of services out of hours.

WALKING ROUTES
Highlight and improve walking routes, promoting pedestrian access across the area, and encouraging the use of the safest, most attractive paths.

STREET LIGHTING
Identify and address areas where there is inadequate street lighting, which will in turn improve safety.

SIGNAGE
Improve signage across the area, in particular for pedestrians and cyclists. Ensure major landmarks and transport facilities are clearly signposted.
WELCOMING

YOUR TOP PRIORITIES
- Cleaner streets
- More greenery and landscaping
- Improved environment

OUR RESPONSE
We will improve the ‘look and feel’ of the BID area delivering high standards of cleansing and management.

CLEANER
Ensure the highest cleansing standards are consistent across the BID area. Tagging and graffiti will be removed quickly. Businesses will be encouraged to dispose of their waste correctly ensuring that the streets are clean for all to enjoy.

WASTE AND RECYCLING
Strong initiatives implemented by the City Centre BID would be introduced, which would mean more efficient and less expensive waste management for many businesses.

VISUAL APPEAL
Look at reducing unnecessary street clutter throughout the BID area. Work with businesses to identify improvements to enhance the area.

GREENER
More planting and innovative floral enhancements and the introduction of additional outdoor seating areas. An audit would be carried out to identify appropriate areas for greenery to be introduced.

AIR QUALITY
Consider initiatives to improve the environment for staff and visitors; learn from best practice applied in similar areas and from expert organisations.
SAFE

YOUR TOP PRIORITIES
• Safety of staff and visitors
• Increase police support
• Improve safety perceptions
• Reduce rough sleeping

OUR RESPONSE
The BID team will work with partners to address crime and anti-social behaviour to improve perceptions of the area both day and night.

CRIME REDUCTION
Work with police and council officers to reduce crime and anti-social behaviour. Identify the areas of most concern and liaise with the police and businesses to implement solutions.

DEDICATED SUPPORT FOR THE BID AREA
It is proposed BID funds are used to employ a coordinator to deal with anti-social behaviour in the BID area and to provide support to rough sleepers, signposting pastoral care and support services.

REPRESENTATION
The BID will represent businesses in discussions with the police, local authority and other organisations, ensuring their voice is heard when shaping strategy and committing resources.

SUPPORTIVE AND CARING
Work with businesses and relevant organisations to help support rough sleepers via innovative schemes such as the ‘Tap for Bristol’ project implemented by the City Centre BID. This initiative encourages people to donate via their debit card to help prevent and reduce homelessness in Bristol.

“Destination Bristol has a proven track record for implementing two very successful BIDs in Bristol. I am excited to be part of this new BID which will focus on coordinating improvements, caring for the public realm and promoting the area – all of which will benefit my guests and my staff”

John Dowling, General Manager, Doubletree by Hilton
HOW WILL THE BID BENEFIT YOU?

**OFFICE OCCUPIERS**
- The opportunity to help shape the future of the area.
- A strong business voice on issues that matter to you and your staff.
- Supported business networking opportunities.
- A more pleasant environment for visiting clients.
- The ability to recruit and retain staff attracted by a pleasant environment.
- The opportunity to reduce operating costs through joint procurement, recycling and waste management services.
- The offer of dedicated support to help with Corporate Social Responsibility projects.
- Regular local offers and promotions for staff.
- Improved safety and security through strong links with the police and projects to tackle crime and anti-social behaviour.
- Regular information about future plans for the area, roadworks, travel and traffic to minimise business disruption.

**LEISURE, HOSPITALITY AND RETAIL**
- The positioning and promotion of the area as a quality vibrant leisure location.
- Increased footfall through promotion of the area and the creation of a more attractive environment.
- Access to neighbouring businesses for local promotions and discounts.
- The opportunity to help shape the future of the area.
- A strong business voice on issues that matter to you and your staff.
- The opportunity to reduce operating costs through joint procurement, recycling and waste management services.
- The offer of dedicated support to help with Corporate Social Responsibility projects.
- Improved safety and security through strong links with the police and projects to tackle crime and anti-social behaviour.
- Regular information about future plans for the area, roadworks, travel and traffic to minimise business disruption.
THE REDCLIFFE AND TEMPLE BID WILL...

Put us on the map
Help the area to grow and succeed
Provide funds to ensure things happen
Improve health and wellbeing
Bring people together

“As part of the Broadmead BID management group since its inception in 2005, I have seen how the BID team transformed Broadmead into a vibrant, thriving retail destination. I am now delighted to be part of this new BID which will represent all the businesses in the BID area and deliver the ambitious projects set out in this document”

William Juckes, Partner, Clarke Willmott
HOW WILL THE BID WORK?

The BID will be managed transparently and in the best interests of the levy payers. The following pages outline how the BID will be managed and how the BID ballot process works.

“Successful cities must be ambitious and proactive; they must be well managed and effectively promoted. This BID will encourage us all to work more closely together, improving the area for business and giving us the edge over other commercial locations”

Chris Hays, Partner, Cushman & Wakefield
Following a successful ballot a Redcliffe & Temple BID Management Board will be established, which will report into Destination Bristol’s Board similar to the Broadmead and Bristol City Centre BIDs.

Members of the Board will represent the different sectors within the BID area. Bristol City Council will have formal representation as the provider of statutory services within the area.

The Board will meet on a quarterly basis and will oversee the strategic direction of the BID. The Board will ensure the BID operates professionally and effectively at all times and in the best possible interests of all levy payers.

The Redcliffe and Temple BID will seek independent accreditation in its first year and will be subject to an independent mid-term review.

The BID management team will develop and manage the projects identified within the business plan and report on progress to the Board. The BID team will communicate with the BID levy payers by personal visits, regular meetings, networking and e-news. Representatives from businesses will be encouraged to join Working Groups to influence BID projects and ensure that they reflect their requirements.

The following documents will be available on the Redcliffe and Temple BID website from 1 August 2020:
- A full business plan that has been prepared and approved in line with the current legislation.
- A baseline agreement from Bristol City Council which sets out the agreed services that will be provided by the council.
- An operating agreement between Bristol City Council and the Redcliffe and Temple BID which lays out the contractual agreements for the collection of the levy.
FINANCE

• A contingency of 5% has been allowed to permit flexibility.
• The levy collection charge has been assumed to be £14,000.
• The management and overheads budget is 15%. This includes levy collection charges, professional fees and staff costs.

### Annual Income

| Levy at 1.5% | £1,000,000* |

### Annual Expenditure

<table>
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<th>Budget Item</th>
<th>%</th>
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<td>Place marketing</td>
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<tr>
<td>Welcoming</td>
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<td>Accessibility</td>
<td>16</td>
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<td>Safe</td>
<td>10</td>
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</tr>
<tr>
<td>Management &amp; overheads</td>
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<tr>
<td>Contingency</td>
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<tr>
<td>Set up loan repayment</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
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*This is an indicative annual budget based on an average estimated levy income over the five year BID period. (Further detail will be provided in the final Prospectus to be published in March 2020). Actual expenditure and budget allocation will be overseen by the BID management group.

**This loan will be repaid fully in years 1 and 2.
HOW MUCH WILL I PAY?

A levy of 1.5% means that the indicative cost to a business would be:

<table>
<thead>
<tr>
<th>Rateable value</th>
<th>Annual levy</th>
<th>Weekly cost</th>
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<tbody>
<tr>
<td>£25,000</td>
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<td>£2,000,000</td>
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</table>

*There would be a cap on the annual levy for any single hereditament (a single unit of property with a rateable value) set at £20,000

- Annual financial accounts will be independently audited and available for all levy payers.
- An annual financial statement will be included with all levy bills and will be published on our website.

SECTOR SPLITS

An approximate breakdown by sector of those contributing to the BID.
HOW DO I VOTE?

The ballot will take place in September 2020.

If you do not receive your ballot paper by 8 September, or if you lose it or need another copy, please contact jo@redcliffeandtemplebid.co.uk or phone 0117 946 2215.

- Ballot papers will be posted on 1 September.
- Ballot papers must be received at Electoral Reform Services Ltd by 29 September in order to be counted.
- The Ballot result will be announced on 1 October, or as soon as it is received from the ballot holder.
EXTRACTS FROM BID LEVY RULES

- The number of eligible hereditaments is estimated to be 305.
- The term of the BID will be 5 years – from 1 November 2020 – 31 October 2025.
- In the case of an empty hereditament the owner will be entitled to vote and will be liable for the levy. There will be no void period.
- No hereditament will pay the levy if its rateable value is less than £25,000.
- Hereditaments which contribute to a managed outdoor space will be entitled to a discount of 50% to account for the services that are provided to them as part of their management charge.
- A cap on the annual levy for any single hereditament is set at £20,000.
- A cap on the annual levy payable by any single legal entity is set at £40,000.
- Registered charities will not be liable for the levy and will not be entitled to vote.
- The BID levy will be due on 1 November of each year.

*Hereditament – single unit of property with a rateable value.

The full BID rules can be found within the business plan which will be available for download on the Redcliffe and Temple BID website from 1 August 2020.
BID TEAM AND MORE INFORMATION

With the support and guidance of the Advisory Group, Jo Hawkins and Tom Swithinbank are developing this proposed BID.

JO HAWKINS

Redcliffe and Temple BID Development Manager

Jo Hawkins is the Redcliffe and Temple BID Development Manager. Jo has worked for Destination Bristol for 20 years and until taking up this new challenge managed the Broadmead BID since its inception in 2005. The last Broadmead BID ballot in September 2018 received the strongest mandate from businesses with 73% voting in favour.

jo@redcliffeandtemplebid.co.uk

TOM SWITHINBANK

Redcliffe and Temple BID Development Assistant

Tom Swithinbank is the Redcliffe and Temple BID Development Assistant. Tom is passionate about Bristol and is keen to work towards delivering a BID which will further enhance this exciting business area.

tom@redcliffeandtemplebid.co.uk

CALL US: 0117 946 2215
WRITE TO US: Redcliffe & Temple BID, Destination Bristol, 53 Queen Square, Bristol BS1 4LH
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