

# PERFORMANCE REPORT

January to March 2022



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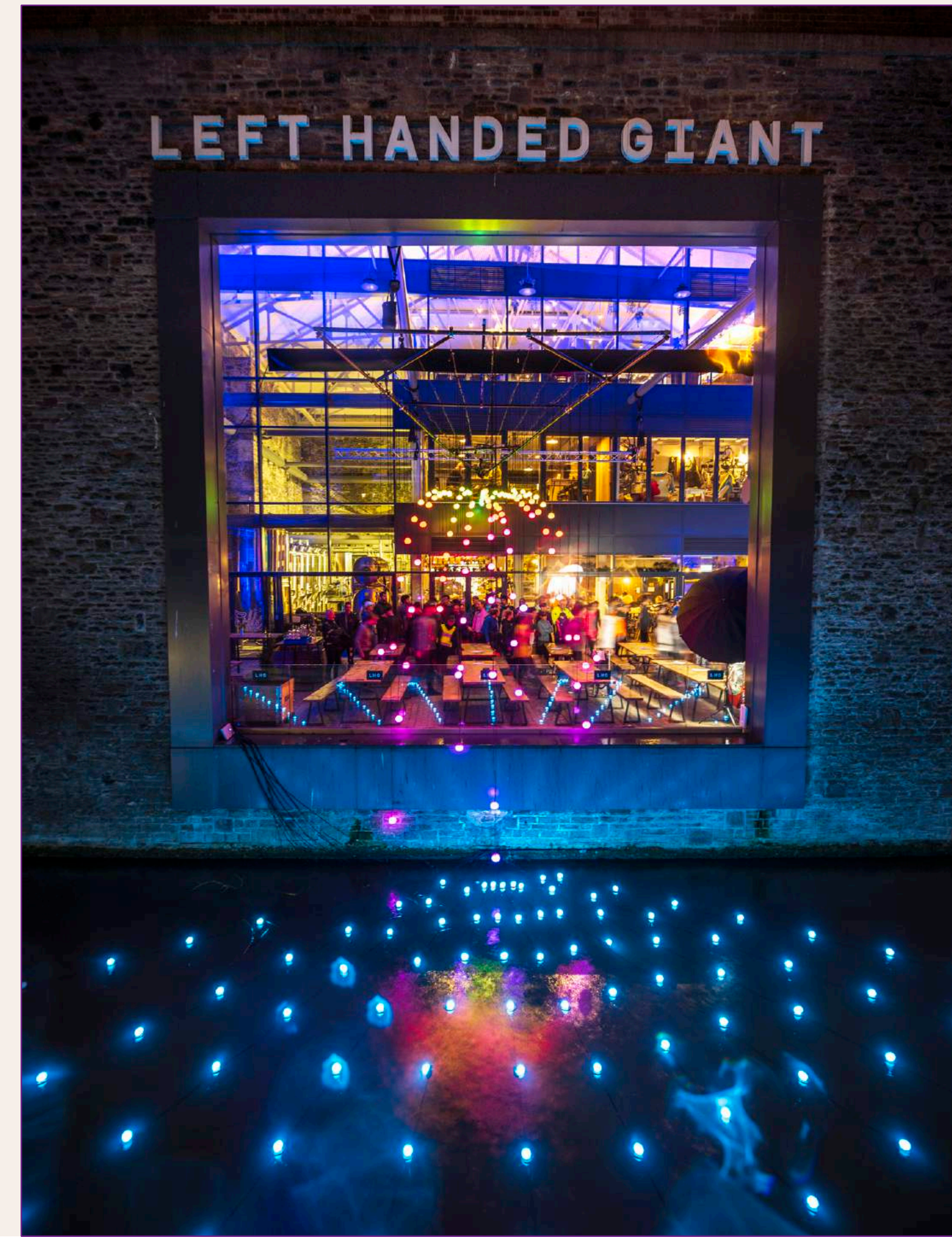
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# CREATING AND MAINTAINING QUALITY SPACES



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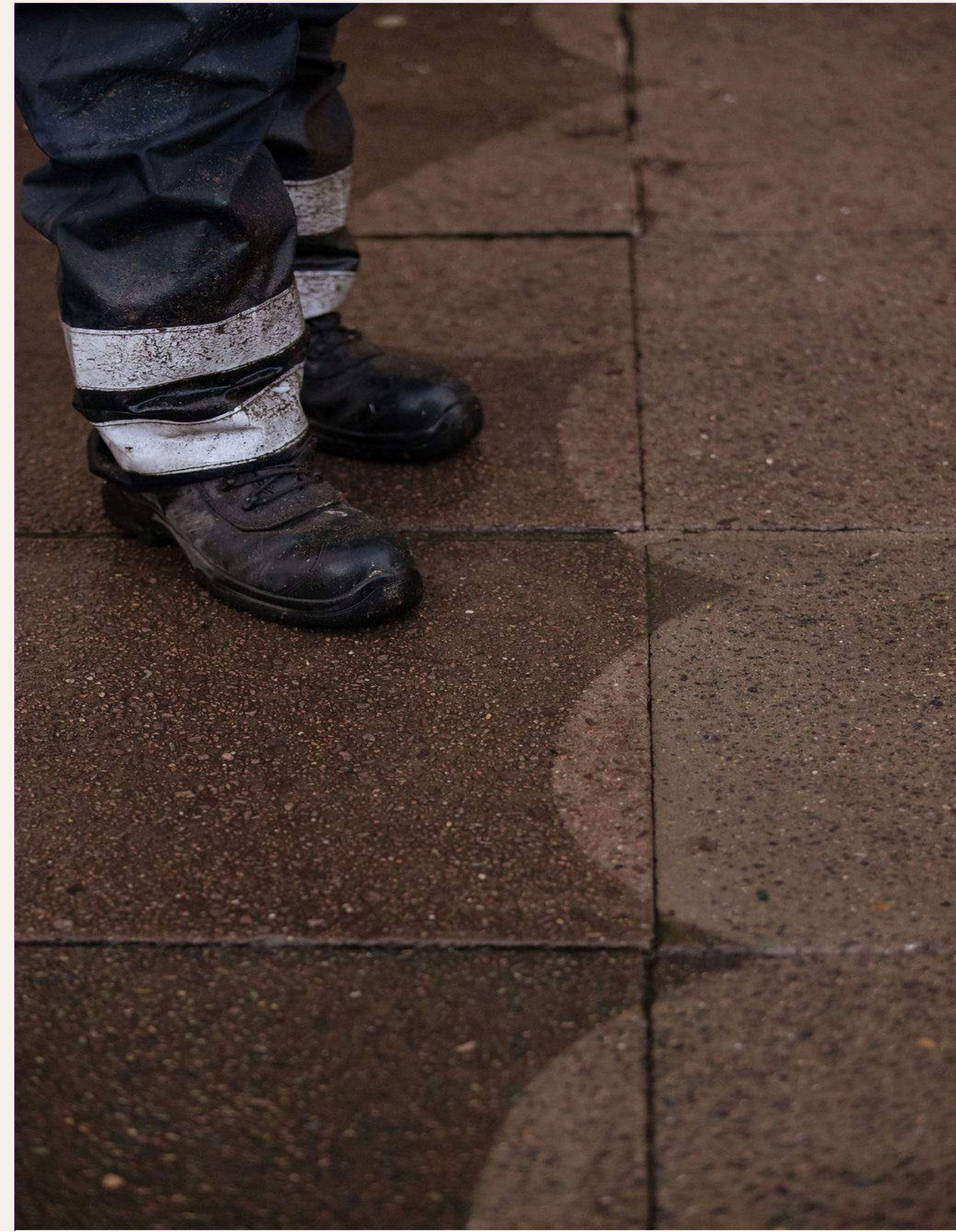
# CLEANSING

Core cleansing services are carried out five days a week within the BID area. In addition, the team are tasked with a methodical approach to deep clean pavements, doorways and walls.

- **January:** The team conducted a thorough deep clean of Victoria Street which is one of the busiest streets within our area.
- **February:** The team deep cleaned the viewing points of the Bristol Light Festival installations, ready to welcome visitors.
- **March:** Deep cleaning of Redcliffe Street, another busy street used by residents and workers.

Our pavement washer has provided over 336 miles of cleansing services in the past 10 weeks.

Monthly insights continue to be shared with levy payers via the newsletter.





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# GRAFFITI REMOVAL

The team are working very hard to carry out removal of unwanted graffiti promptly and efficiently, ensuring that levy payer's building facades and the BID area street furniture are restored back to a clean state.

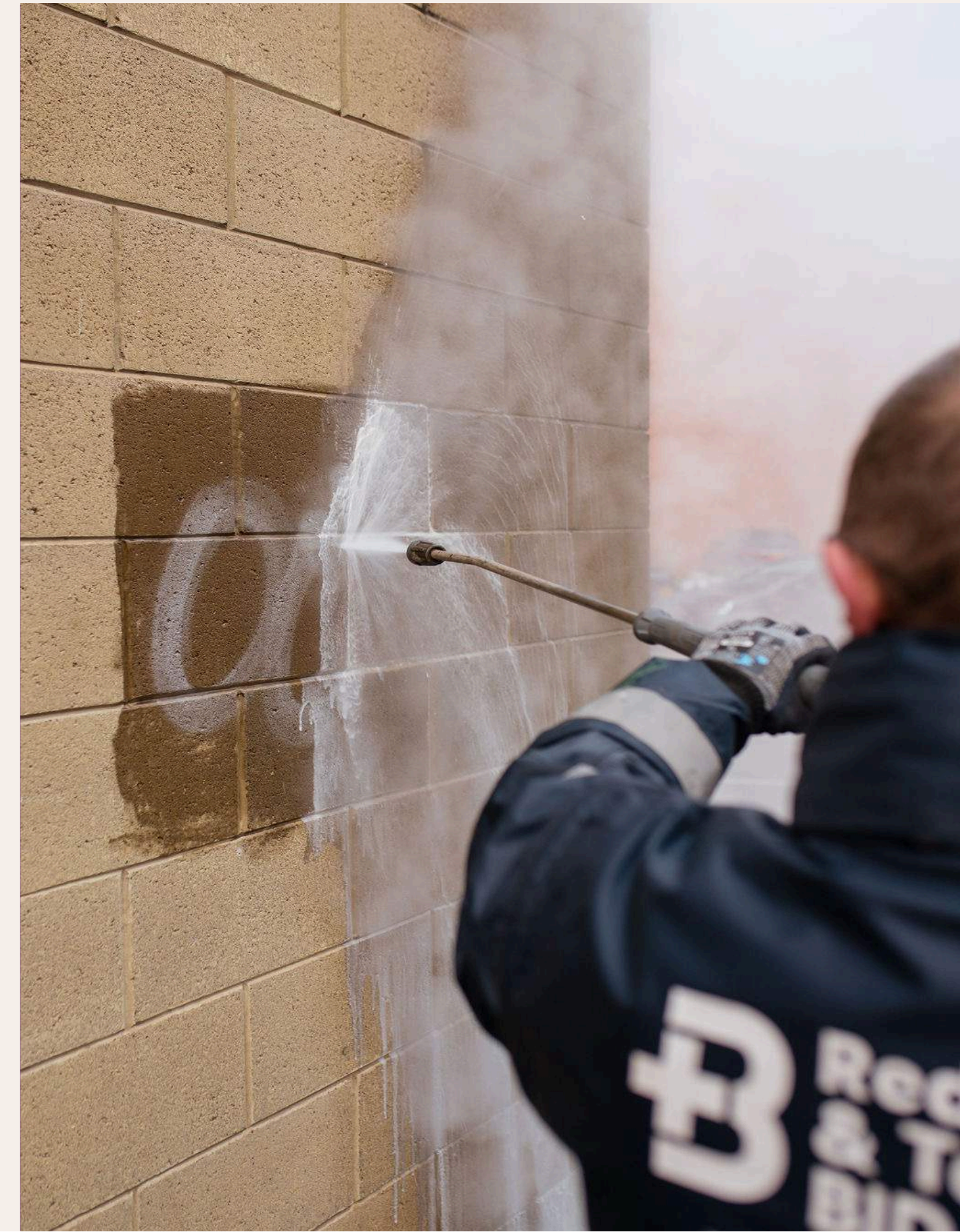
Throughout the period January to March the team saw a large amount of tagging and to date have removed over 495 tags from over 277 locations.

- **January:** 238 individual items graffiti were removed from 112 locations
- **February:** 199 individual items graffiti were removed from 124 locations
- **1-9 March:** 64 individual items graffiti were removed from 41 locations

We continue to proactively identify and remove items of graffiti as well as responding promptly to levy payer requests for removal of items on their premises.

The cleansing team continue to utilise their skills and training in the removal of graffiti, using chemicals and specialist equipment to remove stubborn graffiti and use products to help reduce the risk of repeat tagging in certain areas.

We are actively encouraging businesses to report any graffiti or tagging to the police to identify repeat or substantial issues of graffiti in key locations.



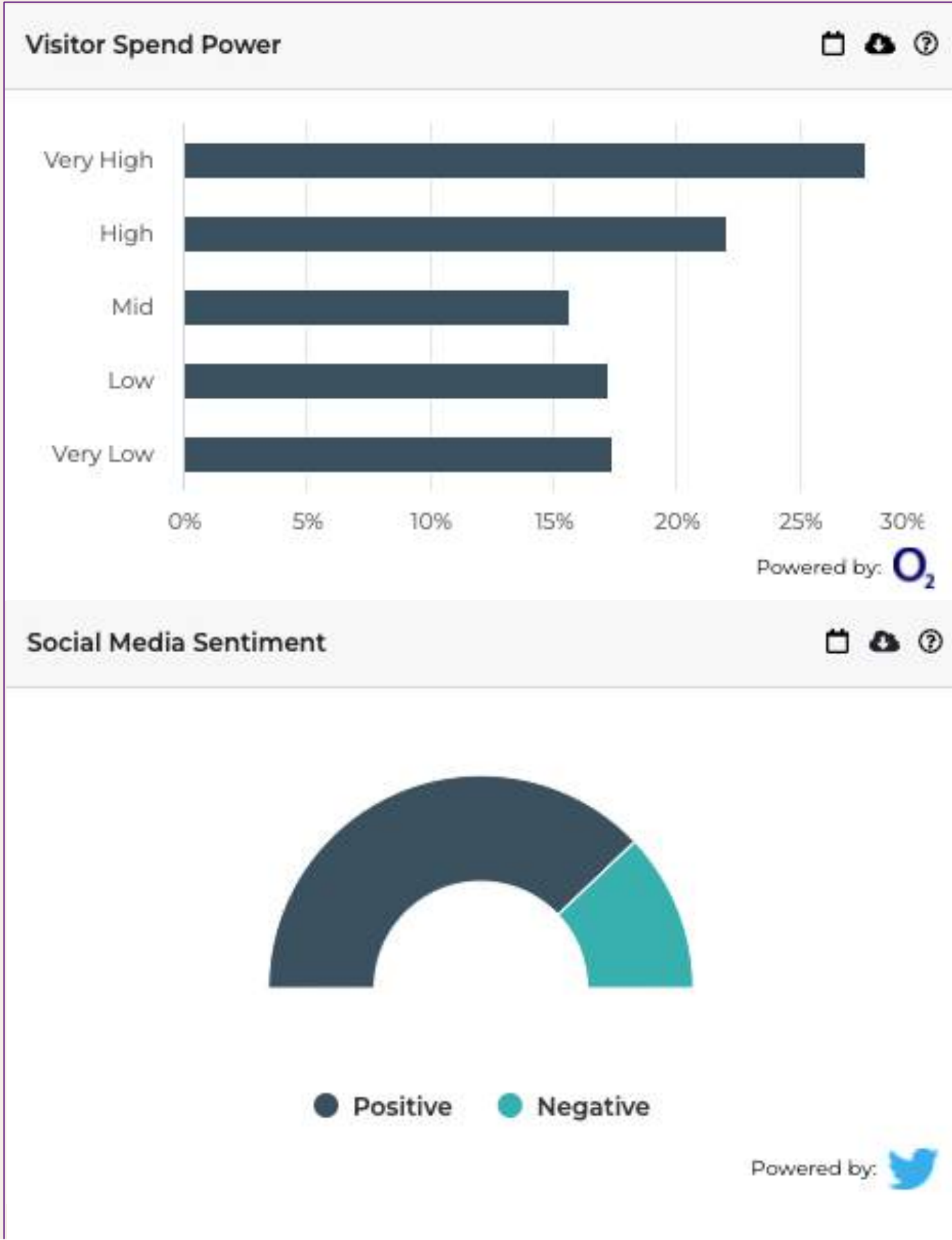


# MOVEMENT AND SPEND

The BID has partnered with Movement Strategies to install a O2 movement sensor on Victoria Street. Combined with 3 other sensors across the city centre it will provide our levy payers with powerful data on visitor footfall, catchment areas and demographics.

Alongside the movement data, we will also have quarterly anonymised spend data from Visa. This will highlight spend within the BID postcodes including sales by sector and online vs bricks and mortar spend.

A monthly insights report will be available for Levy Payers and on a Quarterly basis this will include analysis of the Visa spend data.



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# IMPROVING SUSTAINABILITY AND THE ENVIRONMENT



# PUBLIC REALM AND OUTDOOR ENVIRONMENT WORKSHOPS

We commissioned Landsmith Associates to develop a strategy and plan for delivery of green infrastructure and public realm improvements. (Workshops were conducted in November)

- Three exploratory walks delivered in February across three topics: Cooling Cities, Nature in Cities, Social Spaces
- 5- 10 attendees at each with a range of interests and expertise
- Built upon previously identified 16 ‘high impact/easy to achieve’ priorities to take forward
- Report due in March to identify key priorities moving forward, categorised as Short, Medium and Long Term aims
- Two of the 16 projects identified; City Nature Challenge and ‘Volunteering sessions’ have already been planned/delivered.





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# PUBLIC REALM IMPROVEMENT PLAN

We continue to work towards longer term Public Realm projects. Currently developing CIL (Community Infrastructure Levy) funding applications for Portwall Lane Open Space, Temple Way underpass and Temple Gardens.

We have requested meetings with Councillors and Bristol City Council (as landowners)

- Organising sessions with local office staff to gain ideas and feedback regarding Portwall Lane
- Meeting in January with Mike Lynch - Homes England and Sarah Hoptroff - Temple Quay Board, asked us to bring some ideas by mid-March for consideration.
- Monthly meeting with English Heritage to develop formal partnership for Temple Gardens.
- Looking to establish Working Group to progress ideas and shape work going forward.





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# DR BIKE

Our Dr Bike service continues to be a great success and a key route to engage with levy payers. 180 bikes serviced since July 2021.

- Second Tuesday of every month: Temple Quay
- Last Wednesday of every month: Finzels Reach
- Booking via the newsletter and the website
- The Dr Bike offer continues to act as a great tool to engage levy payers and encourage them to share the newsletter with their staff
- Building/Office managers remain key to expand reach of the Dr Bike offer
- Travelwest grant secured to cover 50% of the cost of Dr Bike sessions in Q1 and Q2 2022.





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# CREATING AND PROMOTING A VIBRANT PLACE



1 – 6 March

# BRISTOL LIGHT FESTIVAL

We partnered with [Bristol City Centre BID](#) to bring Bristol Light Festival to the Redcliffe and Temple area for 2022. The 2022 festival supported the city's recovery programme, and offered a safe, welcoming and vibrant way to see the city at night.

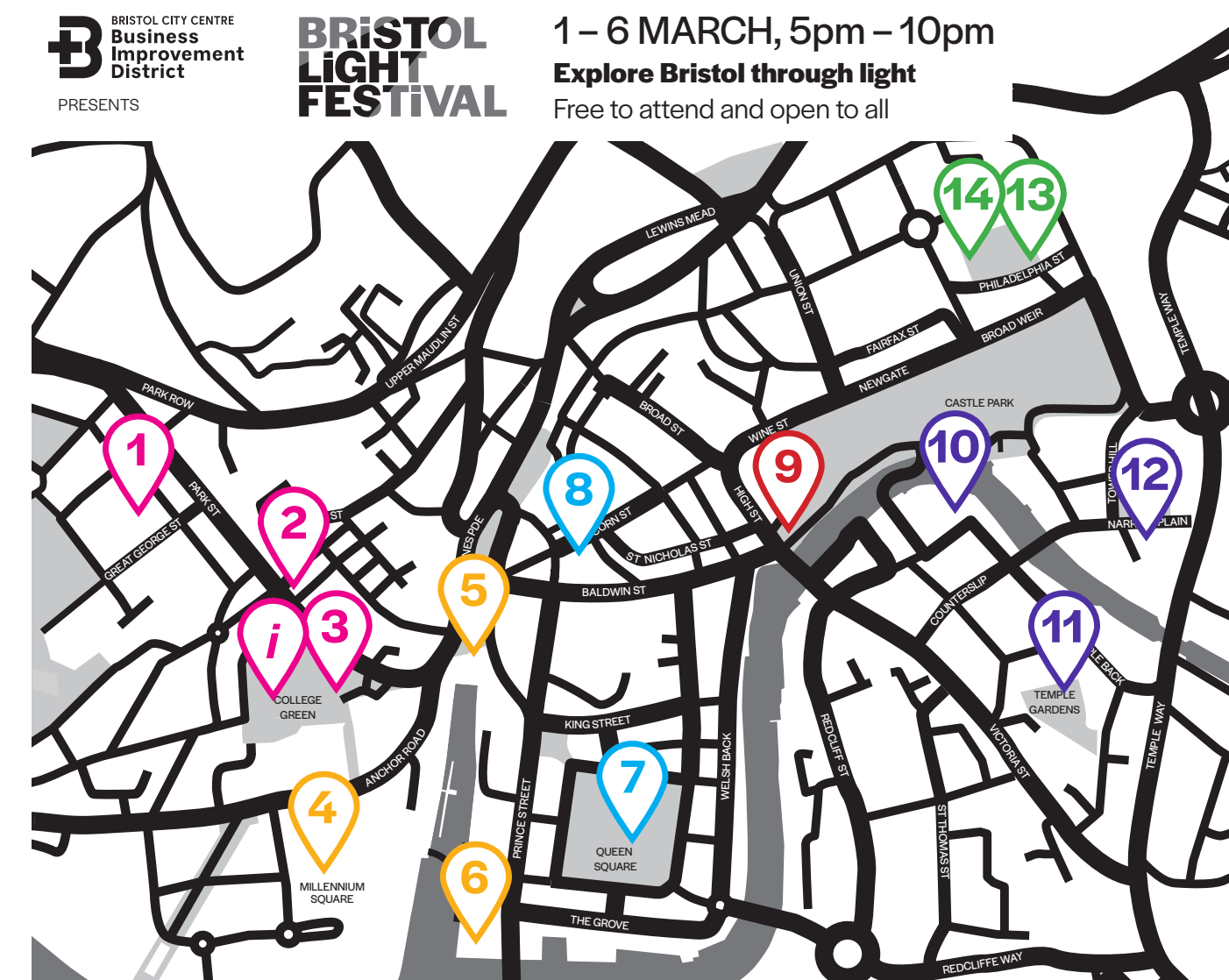
14 playful, immersive and colourful installations illuminated the city across three days, with three incredible installations in the R&T BID area.

The festival attracted a total of **170,000 visitors** to the city centre to explore the city through light, shopping, eating and drinking along the way. Attendees walked a total of **1.6 billion steps** around the city.

We will have a full report to share with you in the coming weeks.



If you'd like to have your say on how the festival impacted your business, please complete our [Business survey](#). The results of this survey will help shape the future of the festival.



## ARTWORKS

- |   |   |  |   |  |
|---|---|--|---|--|
| <b>1.</b> CHIRP & DRIFT<br>ST GEORGES<br>BRISTOL  | <b>2.</b> NEIGHBOURS<br>PARK STREET   | <b>3.</b> SWING SONG<br>COLLEGE GREEN                    | <b>4.</b> DISCO BALL<br>MILLENNIUM<br>SQUARE                        | <b>5.</b> END OVER END<br>CASCADE STEPS    |
| <b>6.</b> SIGN NIGHT<br>HAND SHIPS SAIL,<br>ARNOLFINI<br>VIEW POINT:<br>REVOLUCIÓN<br>DE CUBA | <b>7.</b> CIRCLE OF LIGHT<br>QUEEN SQUARE   | <b>8.</b> THE EYES<br>CLARE STREET                       | <b>9.</b> OVERHEARD IN<br>BRISTOL<br>BRISTOL BRIDGE,<br>CASTLE PARK | <b>10.</b> CASCADE<br>LEFT HANDED<br>GIANT |
| <b>11.</b> LUMINOUS<br>BIRDS<br>TEMPLE<br>GARDENS   | <b>12.</b> OFFICE PARTY<br>CHEESE LANE<br>SHOT TOWER<br>VIEW POINT: ST<br>PHILIP'S BRIDGE | <b>13.</b> FUTURES<br>QUAKERS<br>FRIARS,<br>CABOT CIRCUS | <b>14.</b> EXPONENTIAL<br>QUAKERS<br>FRIARS,<br>CABOT CIRCUS        | <b>i</b> INFORMATION HUT<br>COLLEGE GREEN  |

## EXPLORE BRISTOL

### Park Street

Discover a diverse food, drink and shopping scene along Park Street, offering everything from Asian and Italian cuisine to award-winning cocktails and shops to suit everyone.

### Old City

Wander along the cobbles of the old city. With so many great eating and drinking options, it's a fantastic way to support your local businesses whilst exploring Bristol through light.

### Redcliffe and Temple

Follow Castle Park's bendy bridge and you'll find the charming areas of Redcliffe and Temple, full of unique bars and eateries.

### Quakers Friars in Cabot Circus

You'll be surrounded by the self-proclaimed 'city of streets'.





# LUMINOUS BIRDS

Kathy Hinde  
📍 Temple Gardens



# CASCADE

Squidsoup  
📍 Left Handed Giant



# OFFICE PARTY

Parker Heyl, MJ Wagner  
📍 Cheese Lane Shot Tower



# LOVE BRISTOL GIFT CARD

The BID is currently working on a launch plan for a Love Bristol Gift Card in June 2022

Gift Cards can be spent in Cafes, Bars, Shops, Hotels, and any registered business that takes Mastercard with no additional fees or training required for businesses.

Digital and physical Gift Card options available for customers and corporate customers.

The plan is to drive more spend in local BID & BSQ businesses, increasing loyalty and footfall.

Opportunity to engage with Visit West and BCC partners to promote as the city's local currency supporting the Covid recovery ambitions.

Elevate the BID's Love Bristol brand in the eyes of consumers and levy payers across our 3 BIDs.

## SAY THANK YOU WITH SOMETHING FOR EVERYONE!

The **Aberdeen Gift Card**,  
for everyone and everything  
the city has to offer.



Scan here to order your  
Aberdeen Gift Card!

*The only card you really need to give them!*



[aberdeengiftcard.com](https://www.aberdeengiftcard.com)

[@abdninspired](https://www.instagram.com/abdninspired)



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# CONNECTING AND REPRESENTING BUSINESSES



# NUMBER 2 BUS ROUTE CONSULTATION

Responded to consultation on planned changes to Victoria Street.

Delivery due in 2024 but delays expected due to redesigns that may be needed for wider route.

BID consultation response [available here](#).

BID supportive of planned changes which include

- Expanded public realm
- Separated cycle lane on West side of Victoria Street.
- Additional crossing points at the Counterslip/Victoria Street junction
- Reduction of through traffic from Counterslip
- Redesign of Baldwin St/Bristol Bridge junction





# NETWORKING AND PARTNERSHIPS

## **Bristol Light Festival Briefing** - 16 February, Toto's Wine Bar

We held a briefing for levy payers that operate in the hospitality and accommodation sector, sharing insights of what to expect from the festival and the impact it will have on businesses, followed by a Q&A and open discussion.

## **Bristol Light Festival VIP Event** – 3 March, Left Handed Giant

We hosted a VIP event with Bristol City Centre BID bringing together artists, collaborators, partners and board members to thank everyone for their support.

## **Night of the Stars Hoteliers Awards** – 10 February, Ashton Gate

We were delighted to sponsor the Hotel Bright Idea and Best Innovation Award. The winner was Bristol Harbour Hotel for their innovative wedding pod idea.





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# BUSINESS LIAISON

We record the BID team and levy payer interactions on our CRM system, BIDBase.

We directly liaised with by email, telephone or face to face meetings/workshops with 200+ individuals across levy paying businesses and communicated to over 700 people signed up to our monthly newsletters.

Key themes discussed:

- BID introduction and updates
- Transport plans and consultations for the area
- Sustainability and Greening projects
- Cleansing and graffiti removal support
- Marketing support and Bristol Light Festival





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# BUILDING A SAFE AND CARING COMMUNITY



# TAP FOR BRISTOL

Our fundraising through TAP continues to raise valuable funds although there is still work to be done to increase the profile of TAP in the city and encourage TAP point hosts to promote the initiative.

October – December R&T total = £1,521

January – March R & T total = £1,305

R & T total = £2,826

TAP Total across the City = £55,107

- 7 TAP points within the Redcliffe & Temple BID area
- Hosts:
  - Spicer + Cole, Bocabar, Tesco, Small Goods, Left Handed Giant
- Two rotating TAP points :
  - January – February hosts; Templepoint and Little Martha Brewing
  - March - April hosts; 101 Victoria Street and Hilton Garden Inn





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# HISTORIC WALKING TOURS

In February our free historic walking tours returned after a short break in January. The tours are for people who live and work in the BID area, led by a professional tour guide.

We now offer two different routes. One covering the areas around St Mary Redcliffe Church, Guinea Street and Redcliffe Caves. The other tour takes people around Finzels Reach, Temple Gardens and St Thomas Street.

The 45 minute tours have proved to be a very popular lunchtime activity with positive feedback from attendees. We have also had requests for dedicated tours for individual businesses.

- February: 11 attendees
- March: tour is taking place on the 23rd March. 5 people are registered so far.





# WINTER LIGHTS

Our Winter Lights have lit up nine trees along Victoria Street. The aim of these is to increase the welcome and safety of the area throughout the dark winter season.

The low energy LED lights are lit each night from December until the end of March 2022 and will stay in place for future use.

We will look to other areas to implement winter lights such as Temple Gardens following very positive levy payer and public feedback.

**This project was supported by the Welcome Back Fund from the European Union Regional Development Fund, HM Government and Bristol City Council.**





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# CROCUS BULB PLANTING

On 10<sup>th</sup> February we worked with Bristol City Council's 'Park Work' officer to run a Crocus Bulb planting session in Quakers Burial Ground and Temple Gardens.

- Staff from several local businesses attended
- 1000 bulbs planted
- Hoping to set up monthly Park Work sessions
- Further bulb planting sessions planned for October





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# MARKETING

**BETH BETTS**

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**GRACE BERNARD**

**Marketing Executive**

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## Marketing

# NEW WEBSITE

### Website

Our new website was delivered on time, going live on 13<sup>th</sup> December. We hope you have found the website easy to use and navigate so far.

January was our highest performing month for website page views (3285) since we launched the BID, with our most viewed pages after the homepage being [Projects](#) and [News](#).

### Hospitality & Retail Directory

We have created a Hospitality & Retail Directory to showcase businesses in the BID area, giving you a platform to talk about your services and highlight your latest Offers.

This directory has already had over 1000 page views since its launch and ‘Cafes’ is the most visited sector.

If you would like your directory information updated, or **if you would like to add an offer**, please email Beth or Grace.

## BRISTOL LIGHT FESTIVAL

We brought Bristol Light Festival to Redcliffe and Temple from 1st-6th March, showcasing a selection of renowned light artists and installations from across the UK.

FIND OUT WHAT HAPPENED





Marketing

# SOCIAL MEDIA & EMAIL

We are continuing to grow our social media channels, with positive increases across the board in the first two months of the year. Our Facebook account is new so please join us if [Facebook](#) is where you get your social media fix.

Total followers in December 2021 vs. February 2022:

	Facebook	Instagram	Twitter	LinkedIn	Email
Nov-21	-	420	620	525	604
Dec-21	25	425	623	528	664
Jan-22	37	437	631	555	684
Feb-22	45	465	639	598	717
	80%	9%	3%	13%	8%

We have also begun to increase our email sign ups, with a pop up on the website and a new email template. Please encourage your employees to [sign up](#) to hear about exclusive levy payer events and news.

