



PERFORMANCE REPORT

April to June 2022

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CREATING AND MAINTAINING QUALITY SPACES

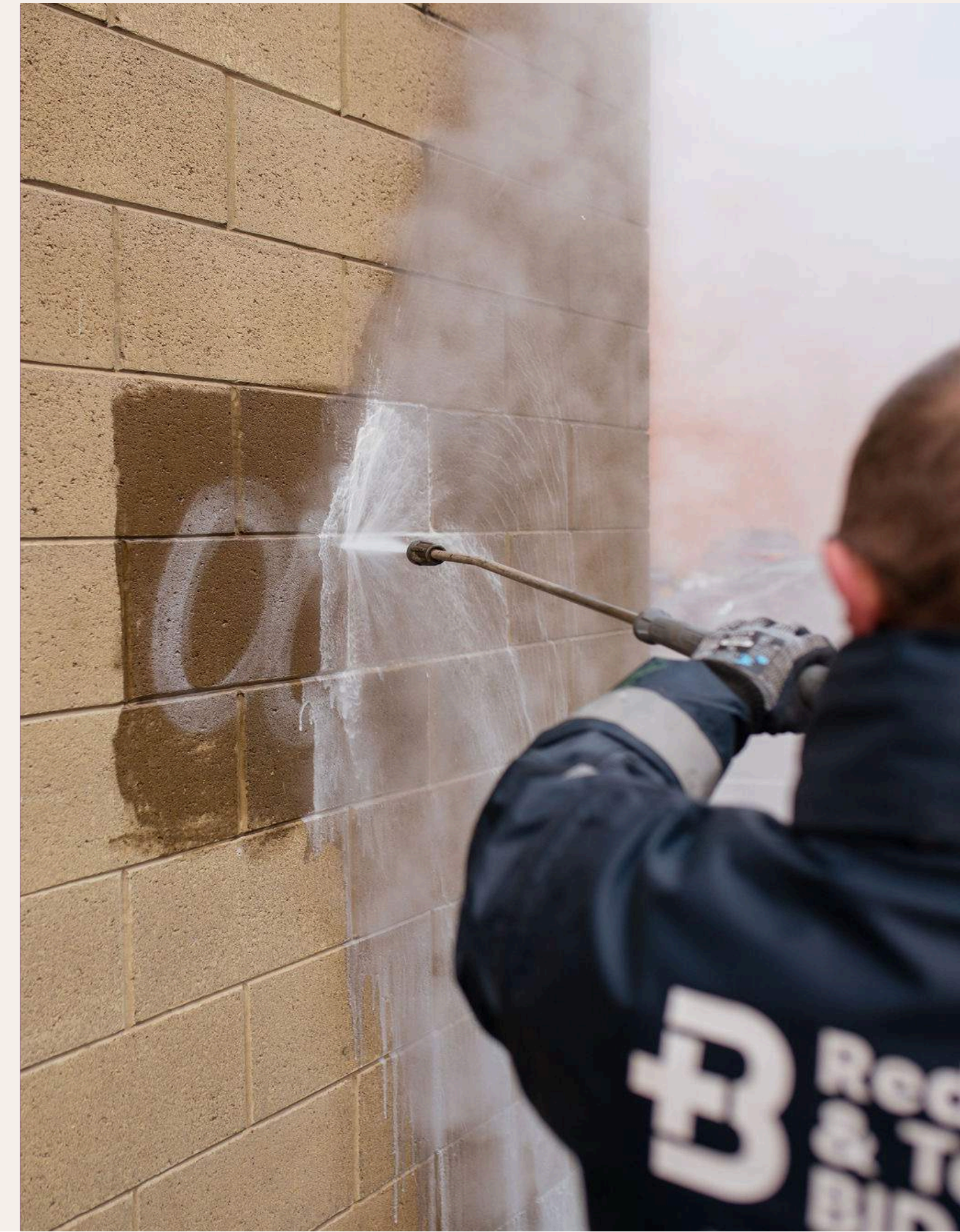
CLEANSING

- **April:** The team deep cleaned outside the Ibis Hotel and completed a deep clean of the pavement of Redcliffe Street and Thomas Lane.
- **May:** Deep cleaned the pavements of Portwall Lane and outside the Fleece and Runway East.
- **June:** The team focus their deep cleaning on St Thomas Street, Redcliff Mead Lane, Redcliff Hill and outside the Mercure Bristol Holland House.
- Our pavement washer has provided over 372 miles of cleansing services this quarter.

GRAFFITI REMOVAL

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. In this quarter the team has removed 448 tags from 304 locations.

- **April:** 181 individual items graffiti were removed from 112 locations
- **May:** 104 individual items graffiti were removed from 80 locations
- **June:** 163 individual items graffiti were removed from 112 locations



MOVEMENT AND SPEND INSIGHTS

- Q1 spend data for Jan to March period shows the pandemic hit Bristol particularly hard compared to other local towns and core cities
- Almost £100m less per 3-month period was being spent through in-person Visa transactions in the city post pandemic vs pre pandemic, down almost 10%
- 3 main factors causing the deficit
 - Higher than average shift to online spend
 - Reduced in person spend in supermarkets
 - Slightly slower recovery in retail and restaurants vs other cities
- Positive data shows a bounce back of the visitor, worker, night time and international tourist economy
- March was a particularly strong month with in-person Visa spend up 15% vs February - Bristol Light Festival being a particular stand-out in terms of attracting large crowds and spend back to the city
- Q2 spend data for the April to June period will be available towards the end of July – this will give more indicators as to the recovery and any early impacts of the cost of living crisis

IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

GREEN INFRASTRUCTURE ACTION PLAN

- Four workshops and 3 exploratory walks + desktop
- 4 themes : Cooling Cities, Cities in Nature, Creating Social Spaces, Designing Cities with Women
- Low tree canopy at 10%, One City Plan is 25%
- Much of the area is a high flood risk in EA flood zone 3
- High risk of heat vulnerability
- Perceptions of being a “grey” part of the city with some unsafe spaces
- Action plan to deliver improvements over the short, medium and long term
- Prioritising the key projects in 2022/23: Working groups from mid July



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.



BRING YOUR OWN LUNCH BOX

- Trial campaign took place with Temple Quay Market
- Campaign extends to Finzels Reach on 29th June
- Support from businesses in supplying lunchboxes considered key to success
- Team to look into opportunities for discounts and other marketing options in Autumn 2022



BRING YOUR OWN LUNCH BOX

TEMPLE QUAY MARKET
FINZELS REACH MARKET

Let's set the standard for waste reduction one lunch at a time.



CREATING AND PROMOTING A VIBRANT PLACE

LOVE BRISTOL GIFT CARD

We are so pleased to be launching our new Love Bristol Gift Card on 21 June. We have had a hugely positive response from businesses signing up to accept the card as they can clearly see the many benefits of keeping customer spend locked into the city centre.

Our 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.

Almost 100 businesses have signed up already, including 20 from the Redcliffe & Temple BID area and the rest from Bristol City Centre BID and Broadmead BID areas.

If you haven't signed up to accept the gift card yet please [complete this form](#), it takes no more than 10 minutes, or [email Izzy](#) if you'd prefer us to come and set you up in person and explain more about the benefits.



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Bristol businesses set to benefit from city centre gift card

News

06/06/2022

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Bristol's three business improvement districts are encouraging city centre businesses to sign up to a new initiative, designed to drive recovery in the city

Bristol City Centre BID, Redcliffe & Temple BID and Broadmead BID are co-ordinating the launch of a new gift card for the city with all sizes and types of city centre businesses eligible to join for free. Working with the Mastercard network, retail, hospitality, leisure, health and beauty, accommodation and services providers can accept the Love Bristol Gift Card as an additional payment method, and no extra equipment is required.

Steve Bluff, Head of Redcliffe & Temple BID said:

"Now is the right time to launch a gift card for Bristol city centre. As we come out of the pandemic, the gift card is an opportunity for our businesses to get behind a programme that will keep spend local and further enhance recovery efforts across the city. Any business that accepts Mastercard within our BID boundaries can join - even if they are not BID levy payers."

The Love Bristol Gift Card will feature illustrations depicting iconic Bristol landmarks, from Bristol Park Street, a nod to Bristol City Centre BID's 2020 and the 2021 Hearts in Parks campaign where socially distanced hearts were painted in the city's parks for the public to use and enjoy. The gift card will drive local spend, tourism and corporate gifting:

"40% of people have purchased a gift card over the past three years, with 60% of the percentage receiving at least one gift card as a reward from their work."

Business Live

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Retail & ConsumerBristol

Bristol launches scheme to drive spending in shops, restaurants and hotels post-pandemic

Retail, hospitality, leisure, health and beauty, accommodation and services providers can register

The Love Bristol Gift Card

(Image: Julian Freese Photography)

Bristol's three business improvement districts (BIDs) have launched a new initiative to drive recovery in the city following the pandemic.

The gift card scheme is being coordinated by Bristol City Centre BID, Redcliffe and Temple BID, and Broadmead BID, which are hoping to boost spending with local businesses, including shops, restaurants and hotels.

Advertisements

Retail, hospitality, leisure, health and beauty, accommodation and services providers can register to accept the Love Bristol Gift Card as an additional payment method, and no extra equipment is required.

Any business that accepts Mastercard within the BID boundaries can join - even if they are not BID levy payers.

Steve Bluff, head of Redcliffe and Temple BID, said: "As we come out of the pandemic, the gift card is an opportunity for our businesses to get behind a programme that will keep spend local and further enhance recovery efforts across the city."

The Love Bristol Gift Card will feature illustrations depicting iconic Bristol landmarks, including Bristol Shopping Quarter and Park Street.

"There is also a huge opportunity to use the Love Bristol Gift Card to drive tourism, and for different demographics, such as our student population," added Mr Bluff.

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News

New gift card scheme to benefit Bristol businesses is launching this month

A new gift card scheme is being launched to drive spending in shops and hospitality in Bristol post-pandemic

It's no secret that towns, cities and businesses all across the UK are working hard at rebuilding post-pandemic, and focusing on getting footfall back through the doors.

Luckily for Bristol business owners, three of Bristol's business improvement districts are funding the launch of a new gift card for the city with all sizes and types of city centre businesses eligible to join for free.

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The Love Bristol Gift Card is the brainchild of [Bristol City Centre BID](#), Redcliffe & Temple BID and [Broadmead BID](#), and is an initiative to drive forward recovery in the city centre after the effects of Covid-19.

They are hoping the card will boost spending with local businesses, including shops, restaurants and hotels.

Working in the same manner as any other gift card that you might receive as a present, through work as a thank you, or as a reward, the Love Bristol Gift Card will just work to promote a local version of a standard gift card model.

The Retail Bulletin

THE RETAIL BULLETIN - The home of retail news

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Embrace

"Work hard to make your stores special and to immerse customers in your world"

Rosaleen Salsbury Partner

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7 June, 2022 | by The Retail Bulletin

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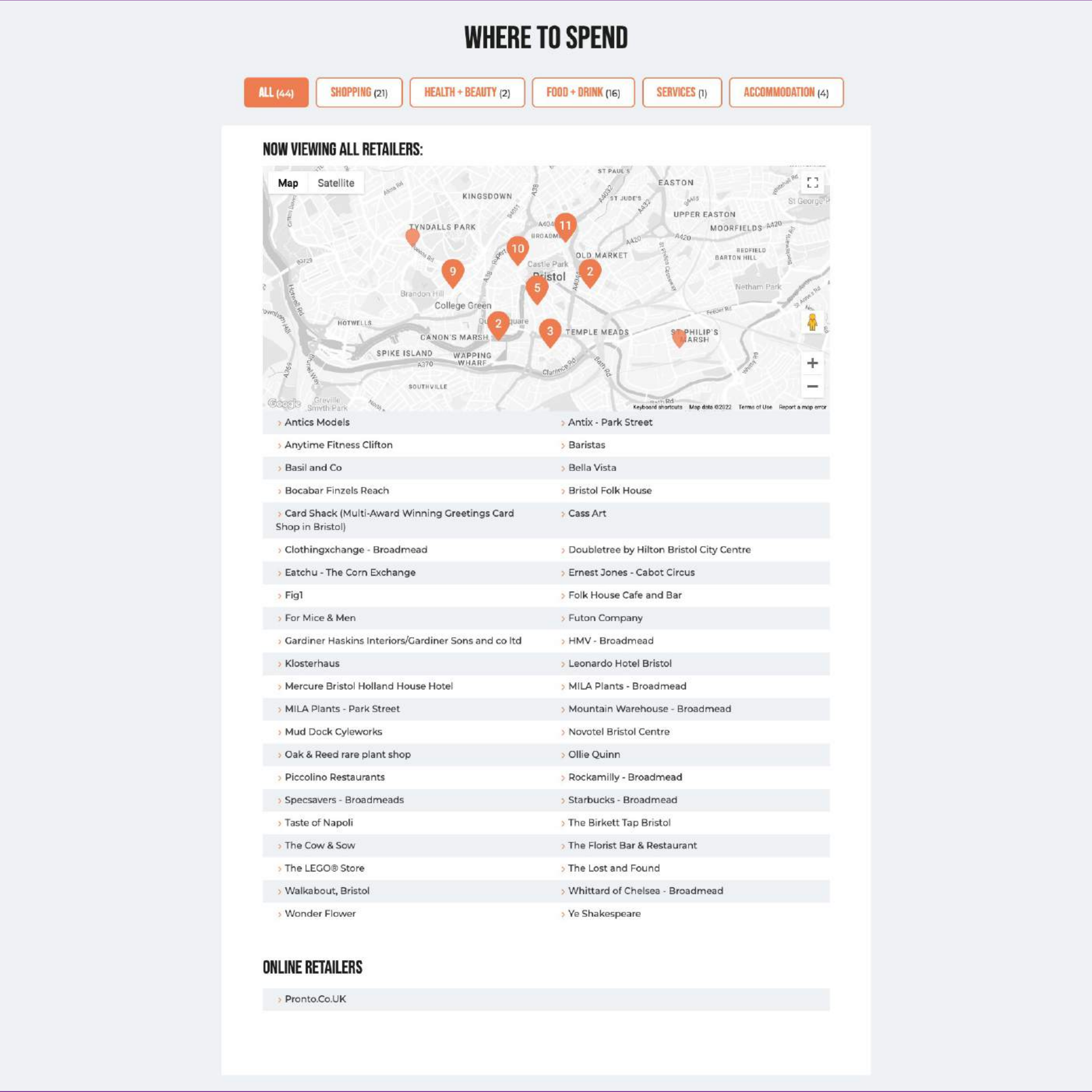
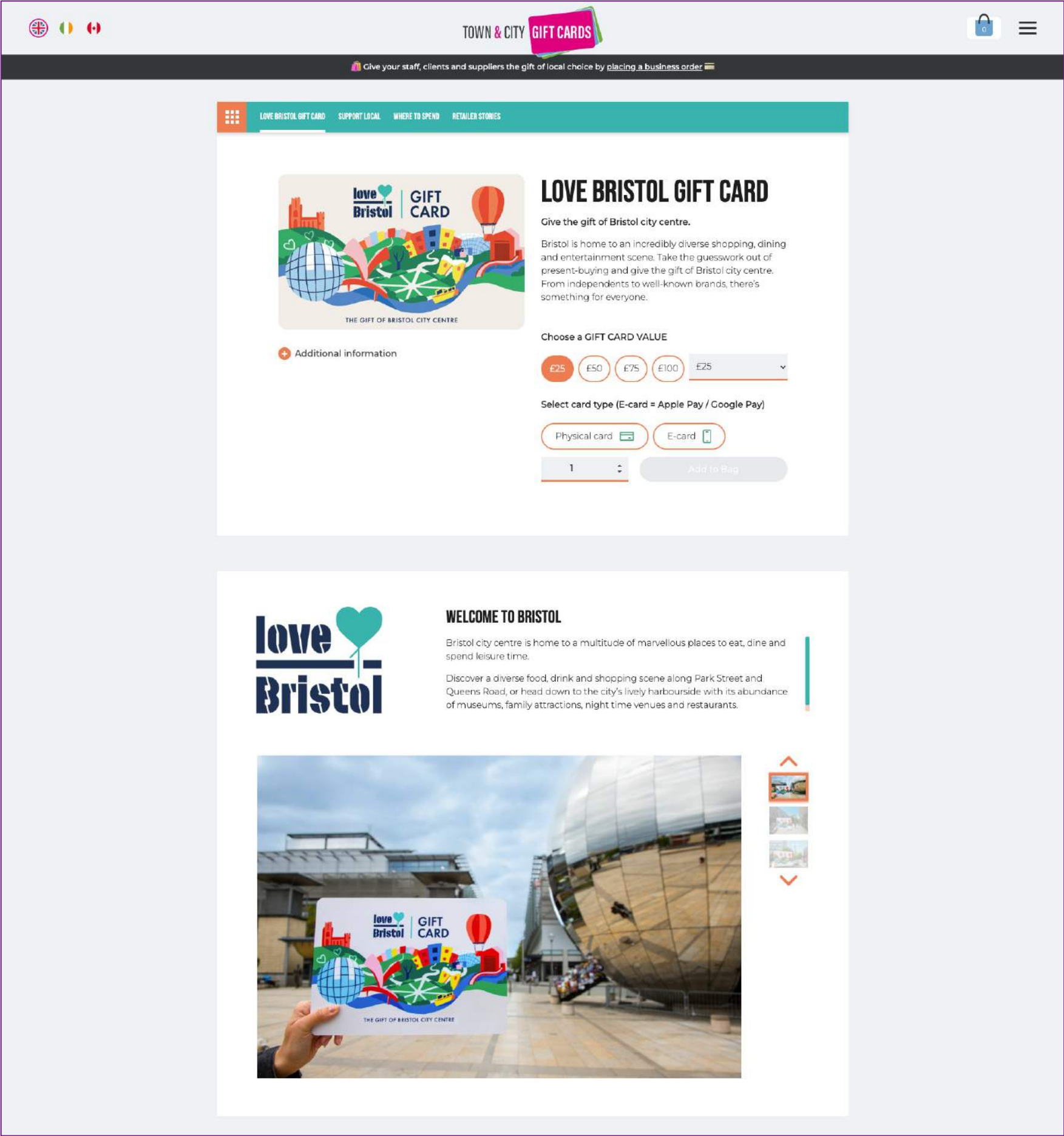
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CITY NATURE CHALLENGE

We sponsored City Nature Challenge, a global science project with over 400 cities around the world taking part to collect information about local wildlife.

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

6 nature walks were organised led by ecologist Cat Baker or naturalist & author Ed Drewitt. Levy payers had priority to register for these walks.

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 in the UK.



CONNECTING AND REPRESENTING BUSINESSES

NETWORKING EVENT:

BUILDING AND ESTATE MANAGERS

30 June, 5-8pm at Bocabar Finzels Reach

We welcomed 30 Building 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.



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 150+ individuals across levy paying businesses and communicated to over 880 people signed up to our monthly newsletters.

Key themes discussed:

- BID introduction and updates
- Love Bristol Gift Card onboarding
- Sustainability and Greening projects
- Cleansing and graffiti removal support
- Marketing and social media support



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.

Total = £3,192

Permanent hosts: Spicer + Cole, Bocabar, Tesco, Small Goods, Left Handed Giant

Two rotating TAP points: Redcliffe Quay and Totos (May-June), 3 Temple Back and Little Martha Brewing (June and July)



LUNCHTIME EVENTS

After the success of our free historic walking tours and in conjunction with Stress Awareness Month in April, we launched an exciting event calendar that is available exclusively for employees of levy paying businesses.

Staff welfare has never been more important. The benefits of getting outdoors and taking a break are well documented. It can help lower stress and anxiety and can be a really social activity too.

- **April:** Historic Walking Tour, Mindfulness Photography, 2 Yoga Sessions, City Nature Walks.
- **May:** Historic Walking Tour, 2 Yoga Sessions, Self Defence and Situational Awareness for Women.
- **June:** 2 Yoga Sessions, Mindfulness Photography, Self Defence and Situational Awareness for Women, LGBTQ+ History Walking Tour.



MARKETING

| | | |
|--|---|---|
| BETH BETTS Marketing Manager beth@bristolcitycentrebid.co.uk | GRACE BERNARD Marketing Executive grace@bristolcitycentrebid.co.uk | IZZY WOOD Marketing Assistant izzy@bristolcitycentrebid.co.uk |
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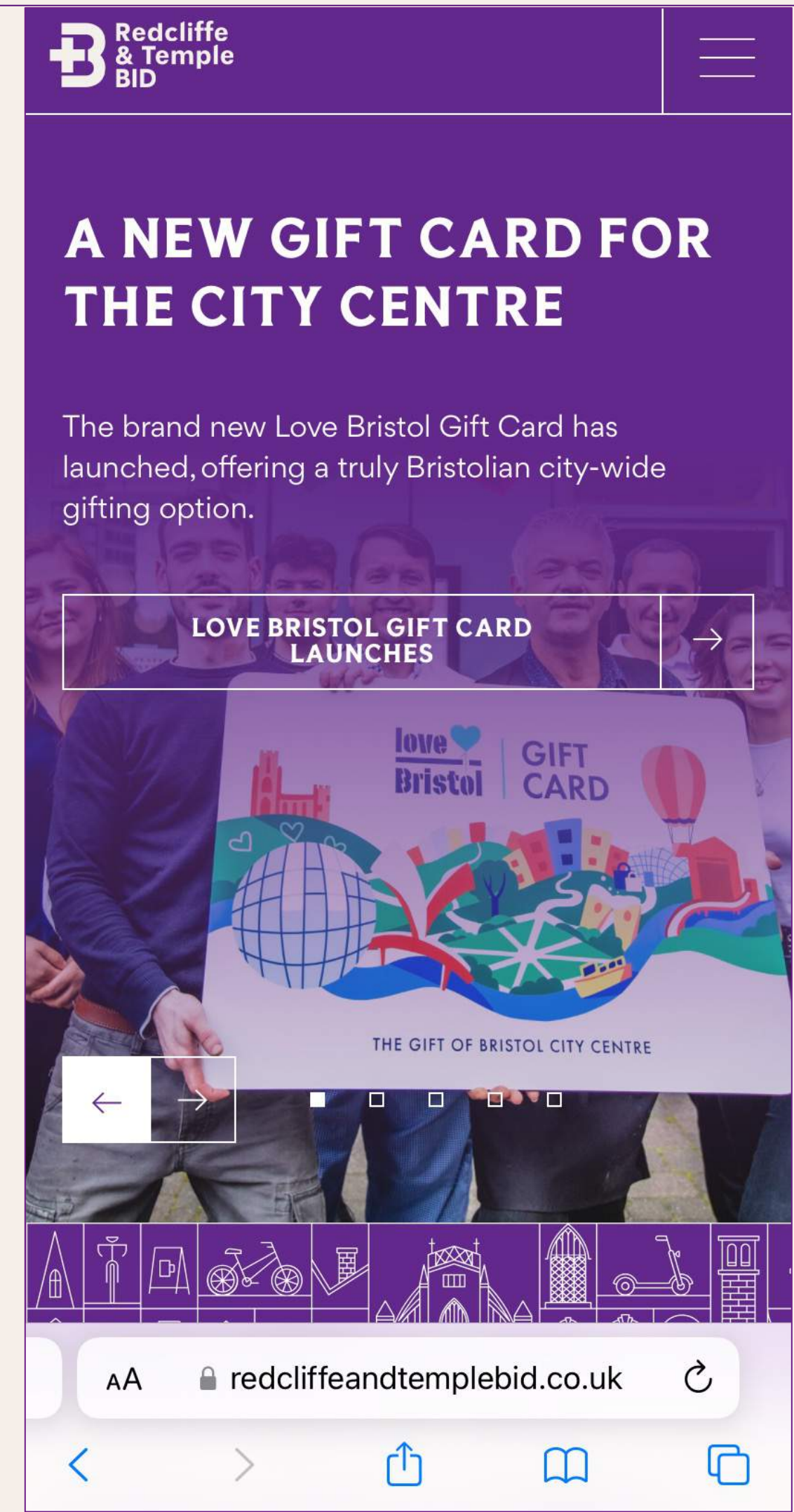
WEBSITE

We have made the switch from Universal Analytics to Google Analytics 4 (GA4) ahead of the sunset of Universal Analytics on 1 July 2023, so that we can collect a year's worth of data before UA stops working. For more information on switching to GA4, please [read this article](#).

Website traffic from all channels has remained stable throughout Q2, and we haven't seen peaks or troughs as we saw in Q1 due to Bristol Light Festival and the quiet new year period respectively.

We have upgraded our Hospitality & Retail Directory to now include the office sector as well as hospitality and retail businesses in the BID area. The new categories are: Health and Education Services, Professional Services, Property Investment and Public Services.

If you would like your directory information to be updated, please email the team.



Marketing

SOCIAL MEDIA & EMAIL

We are continuing to grow our social media channels, with more positive increases in Q2 compared to Q1. Instagram is our fastest growing channel and a high number of follows came from the Lunch Box campaign competition we ran with Temple Quay Market, which gained us 70 new followers.

Total followers on 31 March 2022 vs. 30 June 2022:

| | Email | Facebook | Instagram | Twitter | LinkedIn |
|-----------|--------|----------|-----------|---------|----------|
| End of Q1 | 801 | 46 | 469 | 647 | 619 |
| End of Q2 | 889 | 52 | 584 | 669 | 690 |
| % Change | 10.99% | 13.04% | 24.52% | 3.40% | 11.47% |

Please continue to encourage your colleagues and employees to [sign up](#) to our newsletter to hear about exclusive levy payer events and news.

