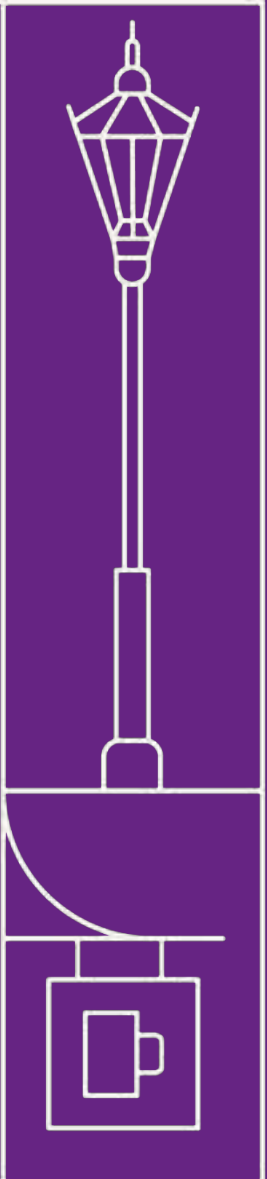
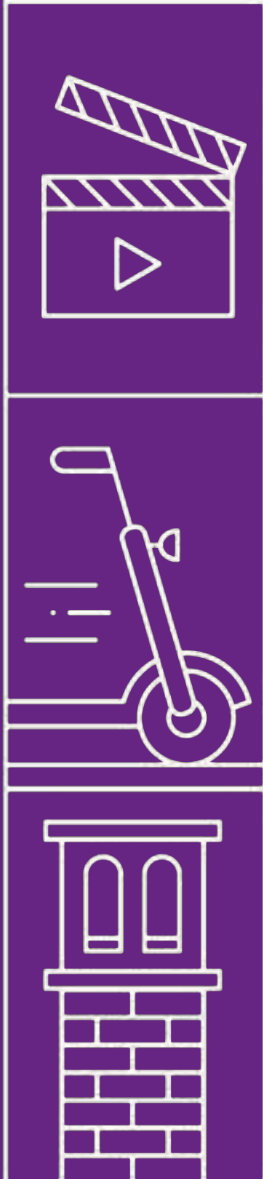




PERFORMANCE REPORT

January to March 2023



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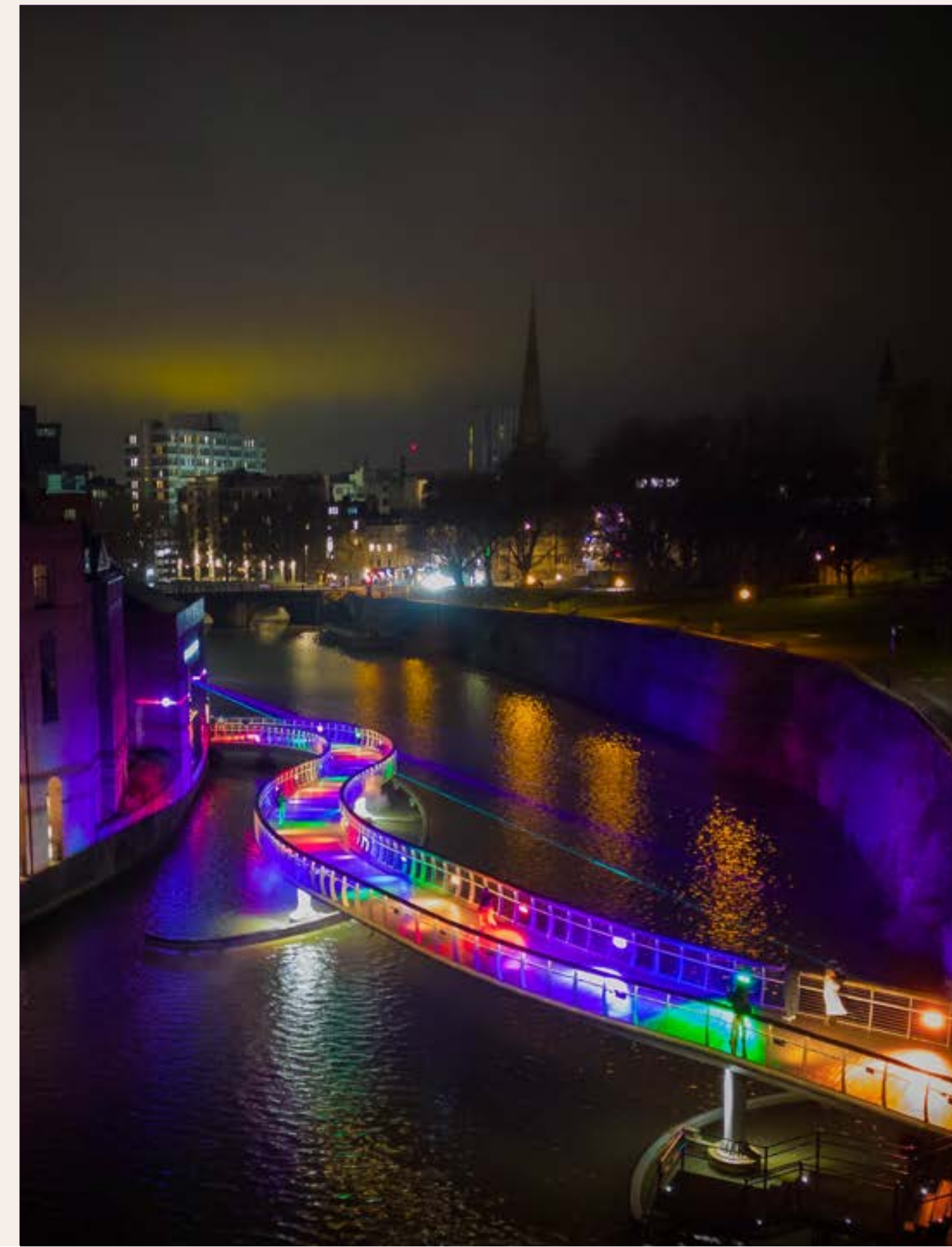
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CREATING AND MAINTAINING QUALITY SPACES

CLEANSING

January: The start of January saw a focus on areas that had been popular for New Year's Eve celebrations, such as the hospitality and hotel heavy areas.

February: The cleansing team did a brilliant job deep cleaning the Bristol Light Festival locations and making sure the areas around the installations were kept tidy, clean, and welcoming for festival goers.

March: Spring cleaning was well underway this month, with the team managing to cover an amazing 464 miles whilst responding to levy payer requests.

In this quarter the team removed a total of 414 items of graffiti in 318 different locations around the BID area.



TEMPLE WAY UNDERPASS

We are delighted that our project was awarded CIL funding in February.

We have sent our Consultation Report and Design Brief (read below) to BCC to provide them with guidance as to what we are looking to achieve, and we are awaiting the next steps.

We have also connected with the developer of One Temple Way to ensure that our proposals align with their commitment to redesign the entrances on that side of the Underpass. We await a meeting with their team.

[Redcliffe & Temple BID secures £300k funding for improvements to Temple Way Underpass](#)



TEMPLE QUARTER CONSULTATION

In Q1 we have responded to consultations for Temple Quarter Draft Development Framework and Bristol's Local Plan.

Key elements of our responses include asking for:

- Prioritising of walking and cycling
- High quality public realm
- Active ground floor uses
- Public toilets

We look forward to working more closely with the Temple Quarter team moving forward and continuing to influence local authority policy.

Redcliffe & Temple BID respond to the Local Plan and Temple Quarter Consultations

We also responded to the consultation for the planned pedestrian and cycle crossing of Temple Way at Avon Street, replacing the initially planned pontoon.



IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

CLIMATE ACTION PLAN LAUNCH EVENT

Our partnership with BGCP to engage businesses on their sustainability challenges continues to make progress.

Bex Shreeve, Engagement Officer, (part funded by the BID), has now met with 23 businesses to gather initial thoughts on how we can support them moving forward with their Climate Action Plans and share best practice.

The launch of the partnership took place on March 21st at Burges Salmon where Bex and Tom introduced the partnership and Kirsty Green-Mann shared her experience of sustainability.

[The Climate Action Programme launches in Redcliffe and Temple - News - Redcliffe & Temple BID \(redcliffeandtemplebid.co.uk\)](https://www.redcliffeandtemplebid.co.uk/news/the-climate-action-programme-launches-in-redcliffe-and-temple)



DR BIKE

Our Dr Bike service continues to be a great success and a key route to engage with levy payers, with 92 bikes serviced in Q1 of 2023

We have decided to add a third date per month, moving it around different offices that want to host Dr Bike, BT and Ovo have benefited from Dr Bike so far this year.

Dates and Locations

Second Tuesday of every month: Temple Quay

Last Wednesday of every month: Finzel's Reach

Book via our newsletter and website.

[Dr Bike - Redcliffe & Temple BID](#)



GREEN INFRASTRUCTURE ACTION PLAN

Following further, more detailed research into the challenges facing the Redcliffe and Temple area, in terms of flooding and heat resilience, we have updated our plan to reflect this.

We've also added some further ideas regarding potential solutions and the funding mechanisms that could be used to fund these interventions.

We've met with teams at BCC and will meet WECA in April to discuss how we could support each other's aims.

We also met with Wessex Water in March, they are under pressure to reduce overflows into our rivers, and we would like to develop a partnership with them to add GI to our streets.

[Green-Infrastructure-Action-Plan-February-2023.pdf](#)



CREATING AND PROMOTING A VIBRANT PLACE

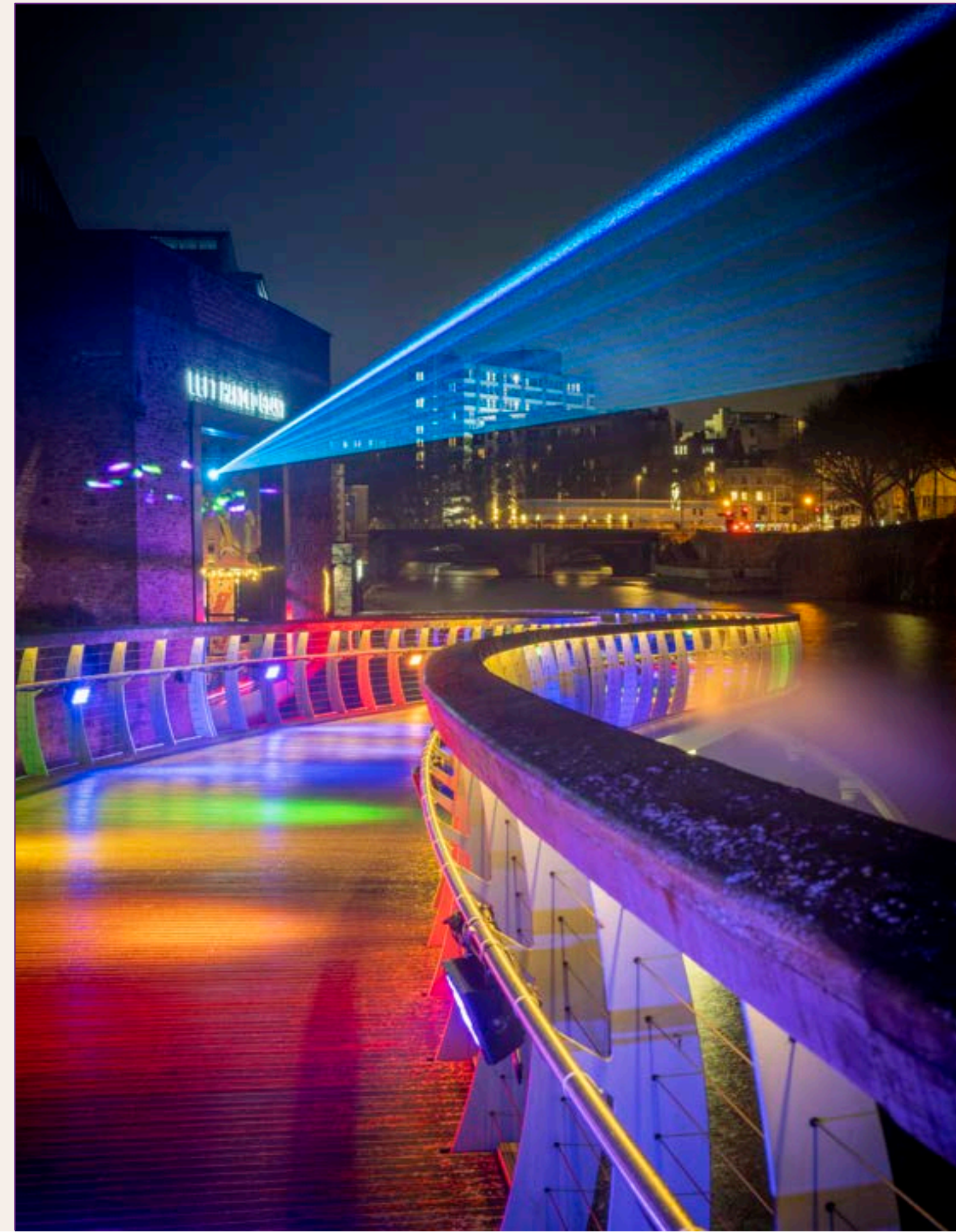
BRISTOL LIGHT FESTIVAL

2023 Summary

Spanned 10 days, from 3-12 February 2023, including two weekends. Providing even more opportunity for visitors to enjoy the city centre and attract visitors from outside of Bristol to come and experience everything the city has to offer.

Marketing for 2023

- Printed maps distributed to hotels
- Printed posters distributed to businesses locally
- Websites, social media and email newsletters via Bristol Light Festival, Bristol City Centre BID, Redcliffe & Temple BID, Visit Bristol, Bristol Shopping Quarter
- Influencer marketing campaign
- PR campaign with three pre-event press releases
- Travel partnerships with First Bus and GWR
- Billboard advertising



BRISTOL LIGHT FESTIVAL

Marketing statistics

- Total reach of 25k across all posts and stories on social media channels (Including: Twitter, Instagram, FB)
- 900 views on web page with an average view time of 2 mins.
- Printed and distributed 1000 leaflets

Social Media

- 23.57% increase in Bristol Light Festival Instagram followers from 8,413 (02/03/2023) to 10,396 (15/03/2023).
- Visit Bristol Instagram takeover with an audience of 78.8k, reaching 161,338
- Cross-channel impressions reaching 923,322
- Cross channel likes reaching 16,362
- 399% increase in user generated Instagram stories 2021 vs 2022 (200 to 998)

Email

- Increase in Bristol Light Festival newsletter subscribers from 2298 at the end of the 2022 festival to 4792 ahead of the 2023 festival.



BRISTOL LIGHT FESTIVAL

Website

- 31.29% YOY increase in web visitors to BLF website over festival running period:
 - 1-6 March 2022 - 38,583 vs. 3-12 February 2023 - 50,655

Press

- Coverage including national, regional, broadcast and online media
- Igers festival tour for 30+ Instagrammers & drinks reception
- 118 pieces of coverage achieved
- 15 broadcast hits; inc. 8 interviews, reaching 5.5 million including ITV West, BBC Points West, BBC Radio Bristol, Heart FM, Greatest Hits
- National coverage including Daily Telegraph, Candis and Countryside
- 98 online and print articles including DPS features in Bristol Post, Western Daily Press, 4-page feature in Bristol Life
- 90 social posts directly related to influencer tour, reaching over 350,000
- Stakeholder engagement through media releases i.e. Cabot Circus, Bristol City Council, R&T BID, Broadmead BID.

Total reach 98,000,000



LOVE BRISTOL GIFT CARD

Mother's Day Press Feature

This quarter the main selling points for the Love Bristol Gift Card were Mothering Sunday and Valentine's Day, with total sales for both the digital and physical gift card for February and March totalling £6,545

Redcliffe & Temple BID business **Baristas** on Victoria Street was picked up by Bristol World as a place to spend a Love Bristol Gift Card this Mother's Day



Bristol City Centre BID, Redcliffe & Temple BID and Broadmead BID has launched a new Mother's Day gift card - and here are some of the places they recommend you spend it

8 places to buy Mother's Day gifts in Bristol - and support

LOVE BRISTOL GIFT CARD

Sales

Since the start of January, we have sold:

- £6,295 worth of physical gift cards
- £2,425 worth of digital gift cards

Since launching in June, we have sold £30,230 worth of Love Bristol Gift Cards:

- £22,785 worth of physical gift cards
- £7,445 worth of digital gift cards

Redemptions

Since the start of January, gift card owners have spent:

- £2,554.86 on physical gift cards
- £1,793.57 of digital gift cards



UNICORNFEST

Unicornfest is coming to Bristol this summer from 1 July – 1 September. With over 50 unicorns all painted by local artists, this will be a trail to remember.

In collaboration with DeskLodge, we are sponsoring artist Jasmine Thompson, whose unicorn creation will be located in front of the DeskLodge office.

A Bristol based illustrator, mural artist and designer, we have worked with Jasmine previously with Bristol Light Festival. Her CV also includes work with Adidas and Royal Shakespeare Company.

Jasmine's design for the unicorn will be centred around stories of people and places within Bristol, with a specific emphasis on the Redcliffe area.



CONNECTING AND REPRESENTING BUSINESSES


PSP COST SAVINGS PROGRAMME

In partnership with Bristol City Centre BID, we have engaged BID industry experts Place Support Partnership to work with levy payers to identify and realise cost savings when considering new contracts and choosing suppliers and they can also support them to navigate the current cost of living crisis and achieve the best value on services including electricity, gas, water and telecoms.

The service started on 3 October 2022 for a six-month trial period and has so far identified over £122'000 of savings for our combined levy payers to the end of March 2022 producing an ROI of 5:1




We will continue this service through 2023 to generate even more operational cost savings and Broadmead BID are also starting the service in May 2023.

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



Redcliffe & Temple BID

SUPPORTING BUSINESSES TO REDUCE COSTS



FREE SERVICE TO REDCLIFFE & TEMPLE BID LEVY PAYING BUSINESSES

Brought to you as a partnership between



SEEDL ONLINE TRAINING

In January, we launched a learning solution together with Seedl, providing all of our levy payers access to unlimited learning including CPD accredited courses. 200 live virtual subjects, held on interactive webinars to support varying working schedules.

Course subjects include:

- Leadership and Communication
- Mental Wellness
- Project and Cost Management
- Sales
- Customer Service Excellence
- Office 365
- Retail
- Hospitality



BUSINESS LIAISON

We directly liaised with by email, telephone or face to face meetings/workshops with 269 individuals across levy paying businesses and communicated to 1281 people signed up to our monthly newsletter.

Key themes discussed:

- Lunchtime events activity
- Climate Action Plans with BGCP
- Green Infrastructure Action Plan
- ASB and safety issues
- Cleansing and graffiti removal support



Q1 MOVEMENT & SPEND INSIGHTS

Q1 2023 Visa spend will be released at the end of April.

A new report is being developed with our partners Movement Strategies for levy payers to give an overview of current footfall, demographics and catchment area visitation.

An API link to the BID website is under development and will enable a weekly update of footfall from the Victoria Street and Park Street O2 Movement sensors.

Q1 LFL Footfall in Victoria Street grew by 40,000 vs 2022 to 153,000 with the largest growth coming from visitors to Bristol defined as those whose mobile device does not usually reside or regularly commute from BS post codes.



BUILDING A SAFE AND CARING COMMUNITY

TAP FOR BRISTOL

Our fundraising through TAP, continues to raise valuable funds. We are currently reviewing how we market TAP as there have been some changes to Caring in Bristol's work and projects. (50% of funds go to Caring in Bristol).

Q1 total = £1,994

We've set a target of £6,000 for 2023 so are nicely on track!

Hosts: Spicer + Cole, Bocabar, Tesco, Small Goods, Left Handed Giant, Little Martha, Mokoko



LUNCHTIME EVENTS

We love connecting so many great people that work in the local business community through our free lunchtime events and seeing many smiling faces.

In this quarter we had a total of 116 people register for our lunch time events.

- **January:** High-Intensity Interval Training (HIIT), Yoga
- **February:** High-Intensity Interval Training (HIIT), Yoga, Bristol Light Festival Photography Walk
- **March:** Yoga x 2, International Women's Day Historic Walking Tour



LHG LUNCHTIME RUN CLUB

We have joined forces with Left Handed Giant to bring their free Run Club to lunchtimes, available for anyone to join with no registration needed.

Inclusivity and togetherness are a big part of the club, which will bring people from different businesses in the BID area together to meet up and join in an outdoor activity together. Our aim is to build a welcoming and friendly running club that people want to come back to week on week, and by joining forces with LHG we are adding a great addition to our calendar of free lunchtime events.

We meet every Wednesday at midday, in the Left Handed Giant Brewpub on Finzel's Reach



SAFETY PROJECT OVERVIEW

Water Safety

Bristol City Council have decided to embark on a swim pilot from the end of April until end of May. We were conscious that we have always discouraged swimming in the harbour so have worked closely with the Council and Fire Service to ensure that once the pilot starts we have a robust communications plan in place. The Water Safety Partnership will continue to meet quarterly in 2023.

Radios

As part of the BCRP we offer free radios to all levy payers. These systems support the retail and hospitality businesses within each area and are in operation 24/7. Linking businesses, security teams and rangers with each other and the Operations Centre also helps to facilitate emergency links with the police. In the R+T area we currently have 5. Please get in touch if you are interested in having a radio.



SAFETY PROJECT CNTD.

Dedicated Streetwise post

We have begun co-funding a dedicated Street Intervention Services officer, Lewis Monk (top right), who will be working across Redcliffe & Temple BID. Broadmead BID, Bristol City Centre BID. Lewis is part of Bristol City Council and Avon & Somerset Police's team of Street Intervention Services officers, an additional resource focusing solely on the three BID areas. He will be in Redcliffe and Temple one day a week.

Lewis is able to visit businesses to talk through the issues and options, provide support to identify the individual or individuals involved, liaise with other agencies like St Mungo's outreach team and the police, and even take enforcement action on our behalf when appropriate. If you want to get in touch with Lewis please contact Fran@bristolcitycentrebid.co.uk

Dedicated PCSO

Nat (bottom right), is a new dedicated PCSO to complement the existing team in helping to keep the city centre and Redcliffe and Temple streets safe and support businesses. Employed by Avon & Somerset Constabulary and funded by City Centre BID and Redcliffe and Temple BID, PCSO Nathaniel Naylor joined the City Centre Neighbourhood Team with over 5 years of experience in the industry. Nat works with our levy-paying businesses to reach improved outcomes in all aspects of crime and anti-social behaviour.



MARKETING

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IZZY WOOD

Marketing Assistant

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Marketing

WEBSITE

Analytics

From Q4 2022 to Q1 2023, our website visits have increased by 25.3% from 7,197 to 9,013.

Most read pages

Following our Homepage and Events, the most read pages were Yoga Flow, Dr Bike and LHG Run Club.

Most read news

Our most viewed news was the LHG Run Club and Everything you need to know about Bristol Light Festival

Business Directory

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

13/04/2023 1:30 pm

Yoga Flow

Hyre, Victoria Street

Come along to our free 30 minute Yoga Flow session in partnership with Hyre.

UPCOMING SESSIONS



Marketing

SOCIAL MEDIA & EMAIL

We are continuing to grow our social media channels in Q1 2023. Email has been our highest growing channel this quarter with a 21.3% increase followed by Facebook with a 22.7% increase.

Our monthly newsletters and event emails have maintained unique open rates between 34-40%. The best open rate was for our January newsletter which announced Bristol Light Festival, Lunch and Learn focusing on BID safety initiatives and Climate Action Support in Redcliffe and Temple.

Total followers on 30 December 2022 vs 31 March 2023:

	Email	Facebook	Instagram	Twitter	LinkedIn
End of Q4 2022	1,056	66	636	695	1,013
End of Q1 2023	1,281	81	714	717	1,072
% Change	21.3%	22.7%	12.3%	3.2%	5.8%

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

09:58 4G

redcliffeandtemplebid 9+

281 Posts 719 Followers 211 Following

Redcliffe & Temple BID
Public service
❤️ Our vision is for a vibrant, thriving, sustainable, inspirational and welcoming Redcliffe and Temple!
⭐ #LoveBristol

linktr.ee/redcliffeandtemplebid

Professional dashboard
2.9K accounts reached in the last 30 days.

Edit Profile **Share profile**

Yoga Light Fest Gardening Dr Bike Lunch Box

Marketing

MOST LIKED POSTS



Likes: 152
Reach: 2,674
Engagements: 160



Likes: 94
Reach: 1,799
Engagements: 97



Likes: 50
Reach: 1,794
Engagements: 50



Likes: 47
Reach: 368
Engagements: 49

FINANCE

BUDGET UPDATE

Redcliffe and Temple BID Financial Summary	Project Spend		Year 3	Budget 2022/3	Variance from Budget	Notes
	Actual	Projected	Total			
Project Title	November 1 to March 31	April 1 to October 31	Forecast			
C/F from 2021/2	£108,244	£0	£108,244	£108,244	£0	phasing of yr 2 projects
Levy Income	£647,000	£93,000	£740,000	£822,000	-£82,000	Assumed 90% collection rate of billed amount
Additional income (partnerships)	£0	£3,240	£3,240	£0	-£3,240	
REVENUE	£755,244	£96,240	£851,484	£930,244	-£85,240	
BID - Levy collection fee	£9,317	£0	£9,317	£9,317	£0	Fixed 50% less than 2021
Creating & maintaining quality spaces	£103,000	£89,000	£192,000	£205,000	£13,000	incl cleansing fleet electrification + pay inc
Improving sustainability & the environment	£49,000	£94,000	£143,000	£126,000	-£17,000	incl Public Realm projects + BGCP
Creating & promoting a vibrant place	£74,500	£62,000	£136,500	£150,000	£13,500	incl Bristol Light Festival & Unicorn Fest & Open Doors & Tree Lights
Connecting & representing businesses	£29,500	£22,510	£52,010	£62,000	£9,990	Lunchtime and networking events + PSP Cost Savings + SeedL
Building a safe & caring community	£38,386	£65,000	£103,386	£110,000	£6,614	inc GAP/Babbasa + BCRP radios & Streetwise cost share
Contingency	£0	£30,000	£30,000	£50,000	£20,000	
Management & Overheads	£60,231	£42,000	£102,231	£130,000	£27,769	
Loan Repayment for BID set up	£59,163	£0	£59,163	£59,163	£0	Fixed and final payemnt
TOTAL EXPENDITURE	£423,098	£404,510	£827,608	£901,480	£73,872	
Carry forward to BID year 4			£23,876			

LEVY COLLECTION UPDATE:

Levy Collection Statistics to 1st March 2023

Year	% Collected	£ Outstanding
Year 1	96%	£13,904.64
Year 2	91%	£79,355.93
Year 3	70%	£244,153.81
	Total Outstanding	£337,414.38



THANK YOU