

Q4 PERFORMANCE REPORT

October to December 2023

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CREATING AND MAINTAINING QUALITY SPACES

CLEANSING

October: The team were very busy completing requests from our business community. Alongside this, they also completed focused deep cleans of the Victoria Street and its bus stops.

November: While the temperature dropped, the team continued to work hard on graffiti removal and deep clean requests from businesses including the Doubletree Hilton, the Leonardo Hotel and Freshford House.

December: The team worked hard to keep the streets of Redcliffe and Temple clean during the lead up to the festive period. Particular focus was made around St Thomas Street, The Fleece, Victoria Street and the surrounds of Temple Gardens.

In this quarter the team removed a total of 412 items of graffiti from businesses and street furniture and cleaned 860 miles of pavement.

As ever, we are incredibly grateful for Richard and Martin's hard work at keeping the area tidy.

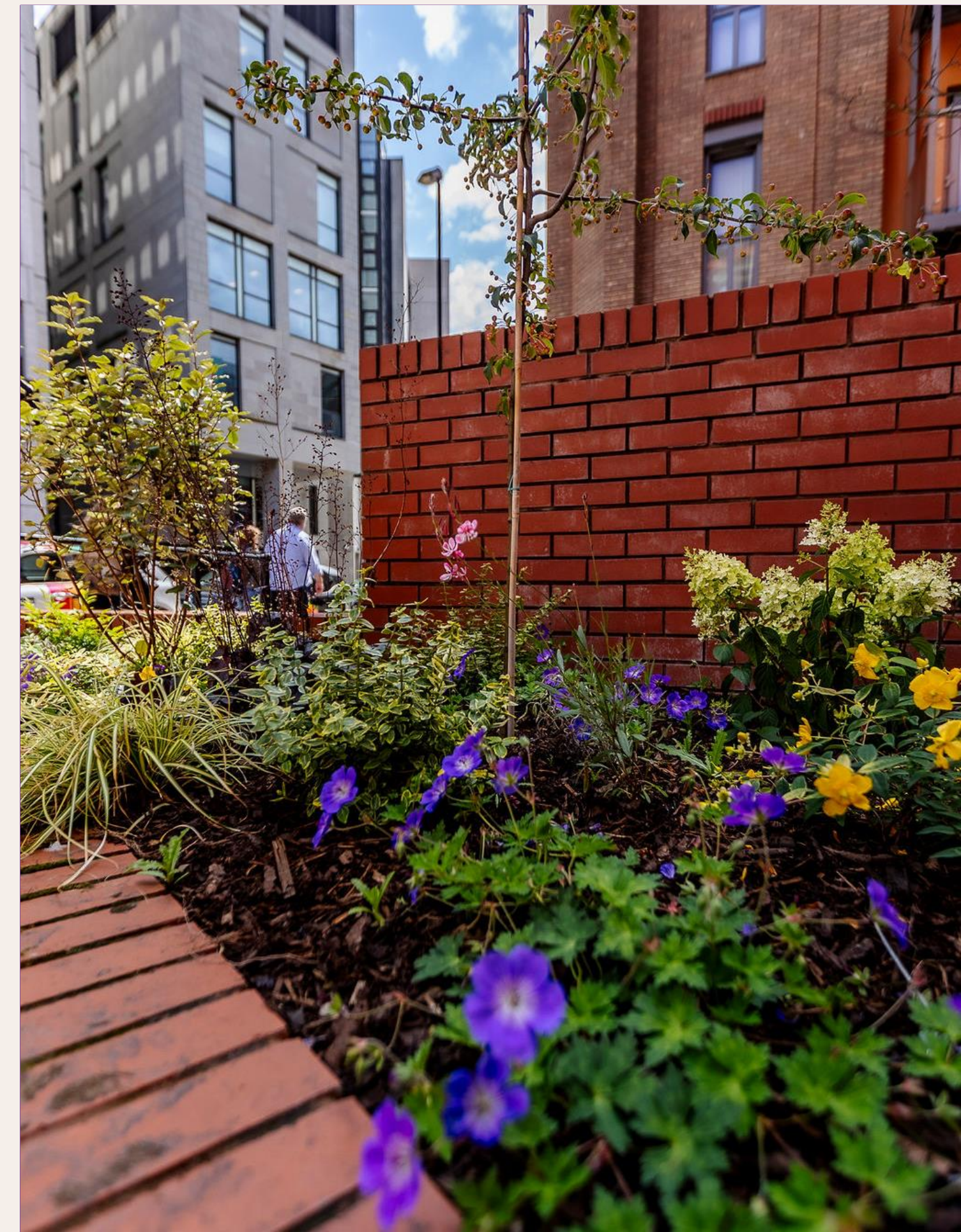


GREEN INFRASTRUCTURE ACTION PLAN

We continue to progress this work with a decision made to prioritise efforts on Redcliff Street and Avon Street due to the current lack of Green Infrastructure in those busy locations.

A Green Wall will be installed on Redcliff Street in February with the existing planters also refreshed in Spring and joined by additional colourful planters elsewhere on the street (subject to landowner permissions).

We will host an event in February / March to review progress made with the Green Infrastructure Plan and try to gain additional ideas and input from professionals working in this industry.



PORTWALL LANE GARDENS

The Portwall Lane Gardens Community Infrastructure Levy funding application has passed through the Stage 1 process, with the Stage 2 decision due in February. We are hopeful we will receive the funding.

As part of the Stage 1 process, Bristol City Council (BCC) Parks have asked the BID to put in an additional £46k funding, having costed the project at £60k (the funding application was for £15K).

We are awaiting a breakdown of these costs from BCC Parks, and to understand how we can deliver the project earlier in the year, as BCC Parks have indicated we may need to wait for Winter 2024 to begin the work.



MURALS – SPRING 2024

This April, we will fund the painting of two new murals in Redcliffe, the first being painted on the side of the Soil Association building on St Thomas Street, extending their existing mural. This will be painted by Zoe Power, the artist that painted the original Soil Association piece.

The second mural will be painted on the side of the Avon Fire and Rescue Service Training Tower on Water Lane (off Counterslip), this mural will celebrate the work of the service, and the men and women it employs. This will be painted by Hasan Kamil, an artist recommended by Upfest and chosen by the BID and Avon Fire and Rescue from a panel of suggested artists.

**Image shows previous artwork by Hasan Kamil, not representative of new murals planned*



IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

CLIMATE ACTION PLAN CASE STUDIES

Our partnership to engage businesses on their sustainability challenges continues to deliver value for our levy payers.

Bristol Green Capital Partnership will launch their new name and brand on 1st February at their first Green Mingle of 2024 at Bristol Old Vic, do join us in celebrating with them (their new name is confidential for now!)

Bex Shreeve has now met with over 50 businesses to gather initial thoughts on how we can support them moving forward with their Climate Action Plans and share best practice.

A celebration of the partnership will take place on 27th February – keep your eye out for more information.



SUSTAINABLE FREIGHT DELIVERIES

In February we will launch a project to subsidise businesses who switch to receive (or deliver) by Cargo Bike. This project is being jointly funded by Bristol City Council (BCC) and will be run in partnership with Bristol City Centre BID.

The aim of this project is to encourage businesses to switch to sustainable freight to help improve air quality and road safety in the city centre.

This project replicates projects delivered by BID's and Local Authorities in London, Manchester and Brighton.

More details to follow – we hope the businesses represented on the Board can set an example by participating in this initiative.



CREATING AND PROMOTING A VIBRANT PLACE

ELF ON THE SHELF

Throughout December, we staged a giant Elf on the Shelf around the Redcliffe & Temple BID area, with our cheeky Elf relocating to a number of key locations throughout the month.

This activation was staged to raise brand awareness and increase footfall in the area, to great effect.

PR results:

- Media coverage: 36
- Media reach: 639,330,930
- Social coverage: 104 pieces
- Social reach: 4,314,555
- Total coverage: 140 pieces
- Total reach: 643,645,485



ELF ON THE SHELF

Impact on social media channels:

Social channel	Nov-23	Dec-23	% increase
Instagram	937	1,451	54.85%
Facebook	112	505	351%
Twitter	725	786	8.41%
LinkedIn	1,234	1,274	3.24%



TREEFEST

We sponsored and took part in Treefest, Bristol's charity Christmas tree Festival at St Mary Redcliffe. The festival took place from the 7-10 December and included over 84 trees, a daily music programme and a craft market for the first time.

The event saw 7,000 visitors and raised £6,429 of vital funds for Bristol Women's Centre which is run by The Nelson Trust and the Redcliffe Hub, Redcliffe's community centre.

For our tree this year, we created an "Elf Tree" linking to our Elf on the Shelf campaign and wrapping an elf in tinsel and Christmas decorations. He was incredibly popular with children.



LOVE BRISTOL GIFT CARD

Total sales of the Love Bristol Gift Card in 2023 was over £66,000, demonstrating a 209% increase on totals sales in 2022, with 168 businesses across the city now signed up to receive the gift card.

Sales

Since the start of October, we have sold:

- £15,285 worth of physical gift cards
- £4,805 worth of digital gift cards

Since launching in June 2022, we have sold £86,865 worth of Love Bristol Gift Cards

Redemptions

Since the start of October, gift card owners have spent £8,672.09:

- £7,302.28 on physical gift cards
- £1,369.81 on digital gift cards



CONNECTING AND REPRESENTING BUSINESSES

ANNUAL REVIEW

Our annual review took place on the 8th November at the new office development, One Portwall Square. One Portwall Square just won the Commercial Workplace Award for its pioneering new build which provides an innovative and people-centric office.

We updated the attendees on our achievements over the last twelve months, as well as our plans for the future, and work in progress projects for the area. We also gave a brief update about our mid-term survey results.

We had over 50 attendees from local businesses with lots of positive comments and interest in our work.



MID-TERM SURVEY

We ran our Mid-Term Survey from 7th September to 19th October 2023. 99 responses were received from 56 different businesses.

The survey provided some valuable feedback and data which we are reviewing and will provide responses to in early 2024.

Top line feedback is as follows:

- 1) Consider further how we promote the work of the BID
- 2) Our lunchtime events and Dr Bike service are exceedingly popular
- 3) Businesses value our networking and knowledge events
- 4) Our position to provide influence or insight into various stakeholder groups is of great benefit
- 5) Working to reduce rough sleeping and begging alongside our work with TAP for Bristol is of key importance to businesses
- 6) Ensure the area's green spaces are promoted and provide opportunities for businesses to be involved with their maintenance



THE BID FOUNDATION INDUSTRY STANDARDS

Redcliffe & Temple BID has been successfully accredited and awarded The BID Foundation (TBF) Industry Standards kite mark.

Based on information submitted to TBF, we are compliant to all 11 standards that comprise the Industry Standards accreditation.



The BID Foundation Industry Standards Accreditation

is awarded to
Redcliffe & Temple BID

Following a successful submission
of compliance to all 11 standards of
governance within the BID

December 2023



USING RAINWATER – SAVING MONEY – IMPROVING CITIES EVENT

On the 9th October we organised a knowledge and networking event about how businesses can prevent pollution entering our rivers and seas, and save Bristol's streets from flash flooding by using rainwater within their buildings.

We had 50 attendees from local businesses join us to hear from our panel of experts and network with peers. The event took place at the newly open Halo building which included a building tour.



FREE TRAINING HUB

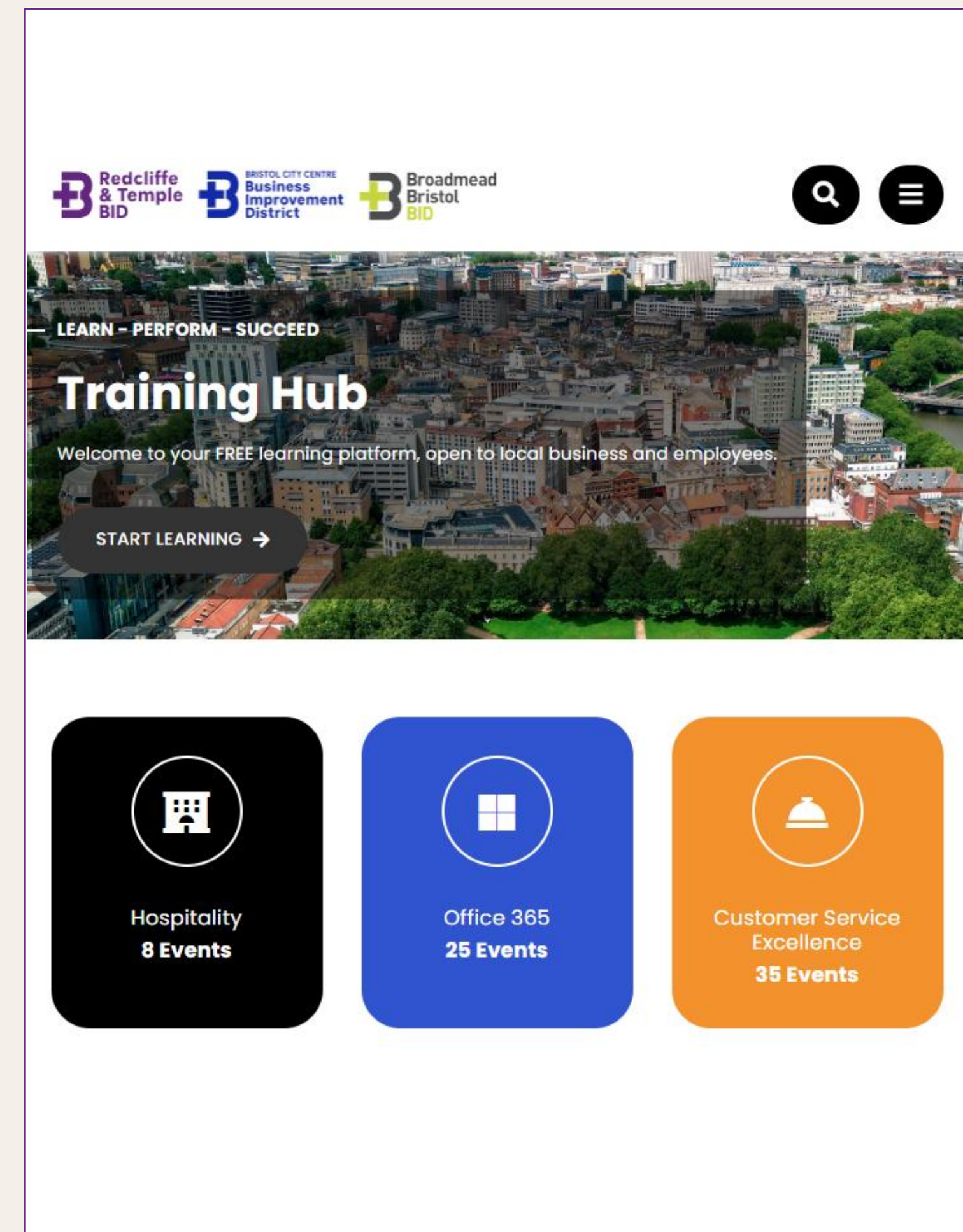
This quarter, 156 training events were attended across the 3 BIDs, with the top courses being 20-minute Micro-Learning, Communication Skills, Leadership Essentials, Excel and Protecting your wellbeing.

During November we ran an incentive to boost engagement, any person who completed a course would be entered into a draw to win a Love Bristol Gift Card. This showed an increase in use from October to November.

Total learning hours: 130

Top business users:

- DAS
- Ultraleap
- Burges Salmon



PSP COST SAVINGS PROGRAMME

The free cost savings programme continued in Q4 and savings identified for businesses have now grown to £82,000 in the Redcliffe & Temple BID area and £332,000 across the city centre.

We work with Rishi Sood, MD at Place Support Partnership as our trusted advisor and will continue to offer this valuable cost saving service through the rest of this year.

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



BUSINESS LIAISON

In Q4 we directly liaised by email, telephone or face to face meetings/workshops, with 225 individuals across our business community and reached over 1,400 people who have signed up to our monthly newsletters.

Key themes discussed:

- Annual Report and Review
- BID events and activity (including Elf on the Shelf)
- Climate Action Plans with BGCP
- ASB and safety issues
- Cleansing and graffiti removal support



BUILDING A SAFE AND CARING COMMUNITY

TAP FOR BRISTOL

Donations raised in 2023

Mokoko:	£780
Spicer & Cole	£528
Left-handed Giant	£1,482
Tesco	£219
Bocabar	£297
Little Martha	£588
Small Goods	£561
RSM	£19,418 Charity of the year
Total TAP for Bristol	£33,845



PARTNERSHIP WITH BABBASA

In September 2023, we teamed up with Babbasa, the award-winning social enterprise based in Bristol for an exciting collaboration to promote equity, diversity and inclusion (EDI) in Bristol's business community.

Our ongoing partnership will facilitate opportunities for businesses to engage with Babbasa, enabling them to identify and address their EDI needs.

This approach involves assessing existing practices, processes, policies, and systems, as well as crafting tailor-made EDI development plans, which may also include support for the recruitment of underrepresented young talent.

To mark the beginning of this impactful partnership, we hosted two 'Creating Inclusive Workspaces' events in September and October.



LUNCHTIME EVENTS

We launched our indoor yoga sessions at the Undercroft of St Mary Redcliffe, where we will host the sessions until the spring when we will return to Temple Gardens.

In this quarter we had a total of 112 people attend our lunch time events.

- **October:** Yoga x 2, Wildflower Meadow Creation
- **November:** Yoga x 2, Haunted Bristol Walking Tour, Bulb Planting Session,
- **December:** Yoga, Winter Lights Photography Walk

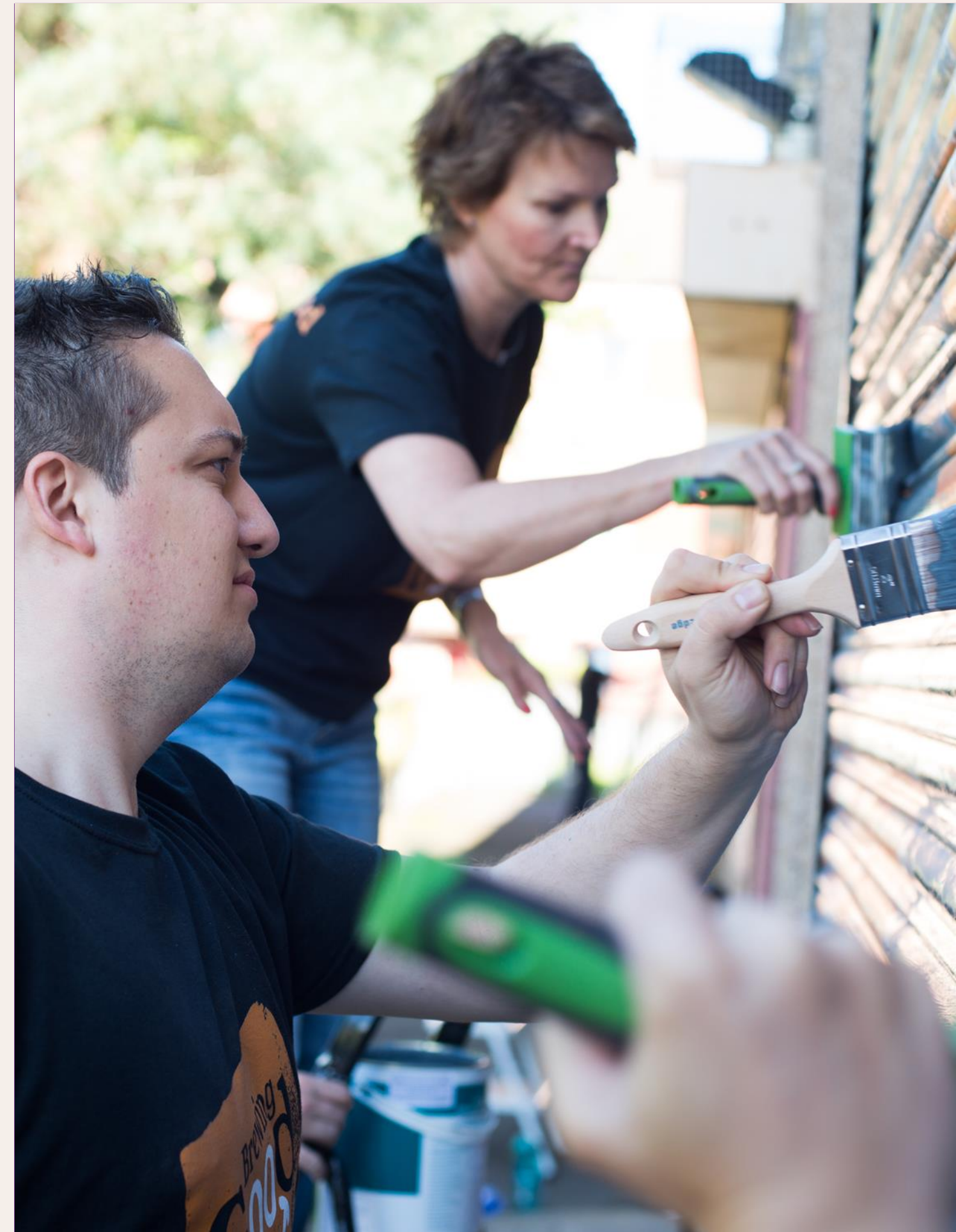


NEIGHBOURLY

We have continued to work closely with Neighbourly to boost engagement of the service.

We released a Christmas Volunteering Blog in November to promote good causes looking for support around the Christmas period. These included; writing Christmas Cards for an event hosted by Golden Oldies to tackle loneliness at Christmas, supporting Marmalade Trust's Christmas doorstep visits and volunteering at Creative Youth Network's Christmas production.

Plans have been started to host a Lunch and Learn event in 2024 to further promote Neighbourly as a valuable service enabling businesses to improve their CSR.



CHRISTMAS STAR CONCERT

We sponsored the Christmas Star Concert on the 14 of December, helping Bristol & Weston Hospitals Charity raise vital funds to support patients, their families, and the amazing NHS staff at the hospitals across Bristol and Weston.

The line up included show stopping performances from local choirs including Hannah More School and were brought together by BBC Radio Bristol presenter John Darvall.

The event raised £9,800 which is a record for the charity. Our sponsorship included 100 free tickets for the community which were distributed across Hannah Moore School, The Redcliffe Community Hub, Elim Housing Association and NHS staff as well as a free shuttle bus for the children and parents of Hannah Moore School.



LHG RUN CLUB

Since March 2023 we offer a weekly lunchtime run club, together with LHG Run Club.

For the last run of 2023, we organised a festive fun run around the Redcliffe and Temple area, running a different route to visit Isambard Kingdom Brunel in his secret location.

Many runners brought their Christmas headpieces spreading Christmas cheer as they ran together as a group. After the run we all enjoyed a well-deserved mince pie.



MARKETING

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Marketing

WEBSITE

Analytics

From Q3 2023 to Q4 2023, our website visits have increased by 33.7% from 4,712 to 6,300.

Most read pages

Our most read pages continue to feature our events including Yoga and Dr Bike.

Most read news

Our most read news was the launch of our Elf On The Shelf project, followed closely by the reveal of the Elf's name.

Business Directory

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

ELF ON THE SHELF®, ISAMBARD KINGDOM BRUNELF, LANDS IN THE CITY

Bristol's enormous The Elf on the Shelf® Scout Elf® lands in the city today, courtesy of the big man in red's pals at Redcliffe & Temple BID. Following a city-wide call-out to name the city's The Elf

01/12/2023




SOCIAL MEDIA & EMAIL

We are continuing to grow our social media channels in Q4 2023. Facebook is our highest growing channel this quarter with a 360% increase, followed by Instagram with a 55% increase.

Our monthly newsletters and event emails have maintained unique open rates between 28-38%.

Total followers on 1 October vs 30 December 2023:

	Facebook	Instagram	Twitter	LinkedIn
End of Q3 2023	106	926	732	1,191
End of Q4 2023	488	1,440	787	1,278
% Change	360%	55%	7.5%	7.3%



446

Posts

1,429

Followers

344

Following

Redcliffe & Temple BID

Public service

Our vision is for a vibrant, thriving, sustainable, inspirational and welcoming Redcliffe and Temple!

#LoveBristol

linktr.ee/redcliffeandtemplebid

Followed by katherinejewkes, visitwestuk and 27 others

Following

Message




ELF

Gift Card

LHG Run Cl...

Gardening

Yoga



MOST LIKED POSTS



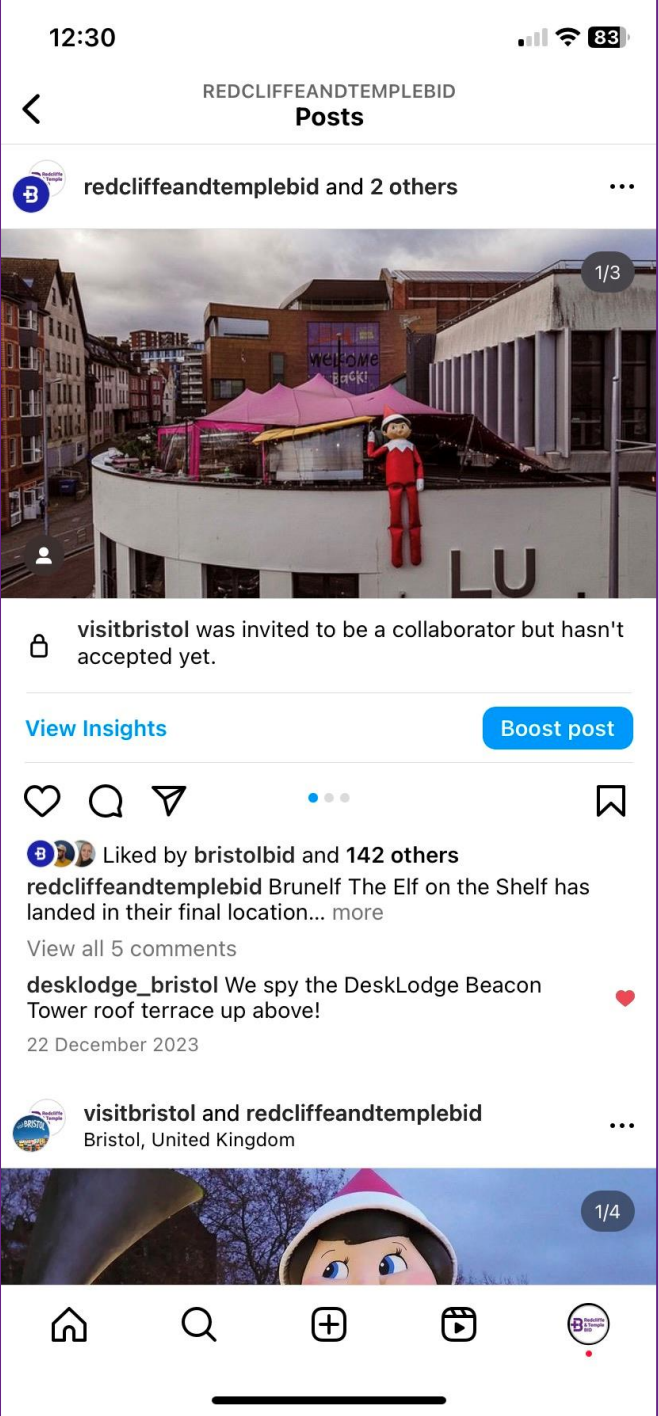
Likes: 656
Reach: 20,175



Likes: 367
Reach: 9,568



Likes: 280
Reach: 14,383



Likes: 143
Reach: 3,934

FINANCE

BUDGET UPDATE

	Project Spend		Year 3			
Redcliffe and Temple BID Financial Summary	Actual	Projected	Total	Budget 2022/3	Variance from Budget	Notes
Project Title	November 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 (includes £9317 deduction for levy collectionn by BCC)	£890,528	£0	£890,528	£812,566	£77,962	Levy collection has recovered to over 96% following summons action
Additional income (partnerships)	£1,620	£0	£1,620	£3,240	£1,620	Travel West Grants for Dr Bike
REVENUE	£1,000,392	£0	£1,000,392	£924,050	£79,582	
						Fixed 50% less than 2021
Creating & maintaining quality spaces	£178,610	£0	£178,610	£205,000	£26,390	incl cleansing fleet electrification + TQ event
Improving sustainability & the environment	£100,540	£0	£100,540	£126,000	£25,460	incl Public Realm projects + BGCP
Creating & promoting a vibrant place	£153,434	£0	£153,434	£150,000	-£3,434	incl Bristol Light Festival & Unicorn Fest & Open Doors & Tree Lights
Connecting & representing businesses	£77,072	£0	£77,072	£62,000	-£15,072	Lunchtime and networking events + PSP Cost Savings + SeedL LB Gift card
Building a safe & caring community	£146,737	£0	£146,737	£122,000	-£24,737	inc GAP/Babbasa + BCRP radios & Streetwise/PCSO and Neighbourly platform
Contingency	£0	£0	£0	£50,000	£50,000	
Management & Overheads	£120,342	£0	£120,342	£130,000	£9,658	
Loan Repayment for BID set up	£59,163	£0	£59,163	£59,163	£0	Fixed and final payemnt
TOTAL EXPENDITURE	£835,899	£0	£835,899	£904,163	£68,264	
Carry forward to BID year 4			£164,493			

LEVY COLLECTION UPDATE:

Levy Collection Statistics to November 1, 2023

	% Collected	Outstanding
Year 1	99%	£2,924
Year 2	99%	£11,822
Year 3	97%	£22,393
	Total Outstanding	£37,139



THANK YOU