

# Q2 PERFORMANCE REPORT

April to June 2024



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# CREATING AND MAINTAINING QUALITY SPACES

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# CLEANSING

Our cleansing team provide free graffiti removal and deep cleansing for businesses within the Redcliffe & Temple BID area. This quarter they responded efficiently to 16 business requests, as well as ensured that the public realm continued to look welcoming for people working in, visiting, or passing through the area.

## Graffiti removal:

**April** - 142 items of graffiti removed

**May** - 185 items of graffiti removed

**June** - 116 items of graffiti removed

## Deep cleansing:

The team worked hard to ensure the BID streets were looking tidy this quarter, focusing their efforts on areas such as Portwall Place, Redcliffe Way, Broad Plain, Temple Way Pavements and around St Mary Redcliffe Church.





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# ART MURALS

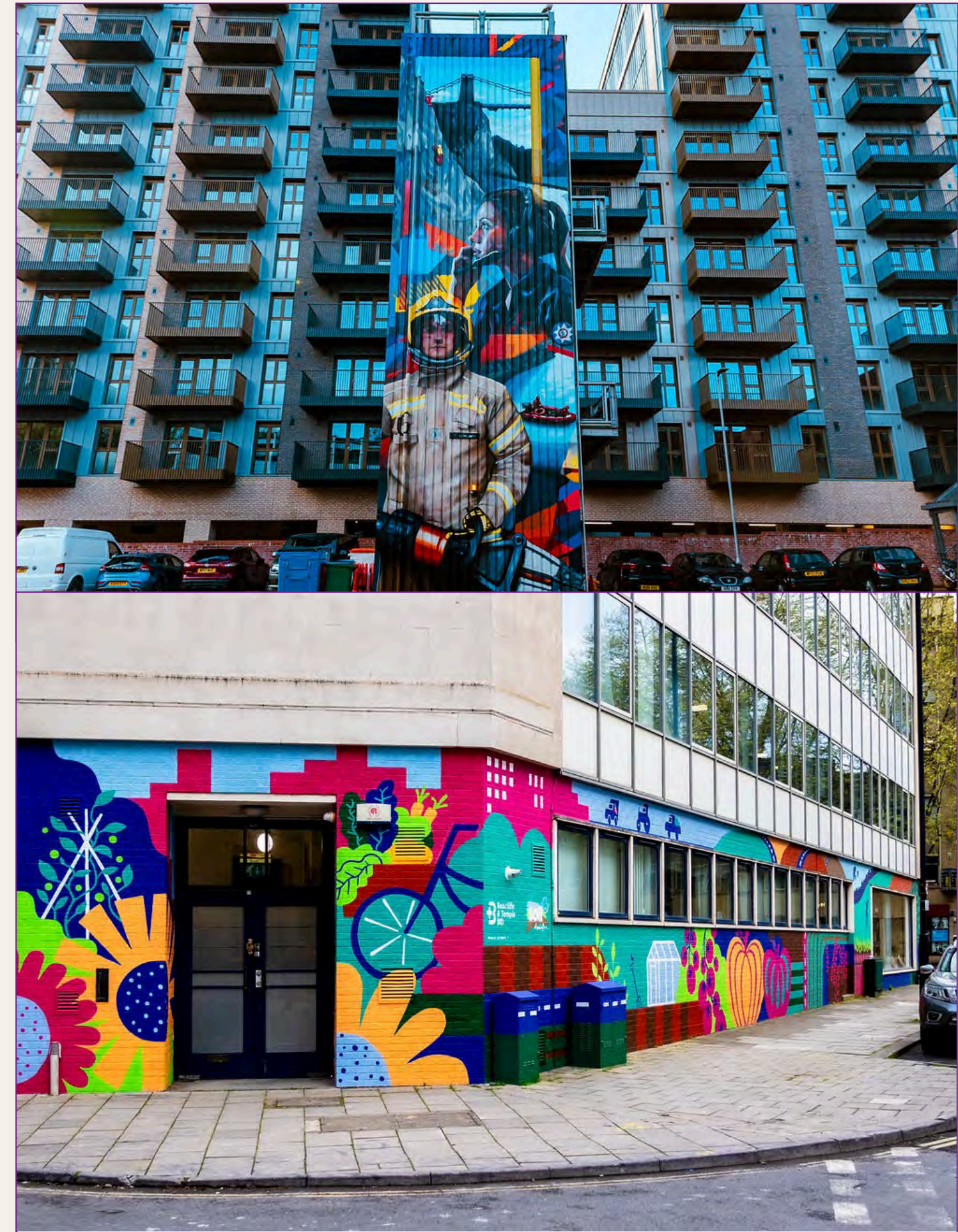
Two large murals were painted in Redcliffe in April, both funded by the BID.

One can be found on the training tower of Avon Fire and Rescue Service. This was painted by artist Hasan Kamil to celebrate the work of the service.

The second is an extension of the existing Soil Association mural on St Thomas Street. This mural is jointly funded with Soil Association.

The joint [news piece](#) for this project achieved 98 web visits from 68 users.

PR coverage included [BBC online](#) and [Bristol 24/7](#) with a combined reach of 572,929,981.





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# SUMMER ON THE QUAY

The summer furniture and games has returned for Temple Quay for 2024 and will remain until October.

New games this year include pickleball, quoits and corn hole. Animation events are planned for July and August to raise awareness of the installation, including a games demonstration on 11 July with refreshments provided by Veenno.

Since the installation in June, the [project page](#) has achieved 148 visits from 85 users.





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# TEMPLE CHURCH AND VESTRY PROJECT

The BID is providing £15k of funding for English Heritage to continue their work to improve Temple Church.

£10k of funding will support them to explore further community and volunteering uses for the space.

£5k of further funding will enable them to scope options to redevelop the Vestry which is currently derelict. They would like to develop this to become a secure space for volunteers and event users, opening further opportunities to use the church.

We continue to seek a partnership with Bristol City Council Parks Department to assess options to improve Temple Gardens.





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# WILDFLOWER MEADOW

Our St Mary Redcliffe Wildflower Meadow has flourished once again with different plants thriving this Spring compared to last year.

Colleagues at Avon Wildlife Trust are monitoring the changes, noting the different species through the meadow's development.

We have entered the project into WECA's Bee Bold Awards. Unfortunately, the ceremony was delayed due the election. A new date is to be confirmed.

We look forward to hosting more volunteering sessions in October to continue to improve the meadow.





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# GREEN INFRASTRUCTURE ACTION PLAN

In March we hosted a workshop to share progress made against our Green Infrastructure Action Plan. The session was attended by a range of professionals and stakeholders from the industry.

Following this session, we have reviewed the actions outlined in the plan and created a new list of 25 goals for 2024 – 2026.

This new Green Infrastructure Action Plan will be published in July.

We look forward to sharing it with officers, councillors and other landowners and stakeholders to understand how we can work with them to deliver our aims.





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# **IMPROVING SUSTAINABILITY AND THE ENVIRONMENT**



# BRISTOL CLIMATE & NATURE PARTNERSHIP: EVENTS

These events continue to be very well attended with over 90 people registering for the last event in Redcliffe and Temple and over 50 attending. This was held at DAC Beechcroft and focused on 'Climate Action on a Shoestring'.

We are now promoting events across both BIDs on respective channels which will help to boost interest.

Other recent events included 'How to create a climate action plan' and 'Communicating climate action'.

A survey to understand how we can improve the programme concludes on 17<sup>th</sup> July, ahead of our mid-year review of the programme with BCNP on 22<sup>nd</sup> July.





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# TRANSPORT EVENT

On 11<sup>th</sup> June we hosted our Annual Transport Update Event attended by over 40 people at Bristol Beacon.

The sessions started with a workshop to understand priorities of attendees.

We then heard from Cllr Patrick McCallister, Deputy Leader of The Green Party on their priorities. Patrick discussed their level ambition for the city including a new Transport Plan for the city. [Read more here](#).

Adam Crowther, Head of Transport, then presented planned projects for 2024 – 2027. It is apparent that there is a huge amount of work being undertaken with lots going to construction in 2026 and 2027.

Full information can be found on our [project page](#) which has achieved 39 web visits from 29 users since the start of June.





# CARGO BIKES FOR BUSINESS

We have seen some initial successes with this project with Offspring Films, BCC Studios and Double Puc switching to receive deliveries via cargo bike as a result of our project.

MP Smarter Travel continue to seek engagement with some of the larger businesses in the city as well as door to door visits to hospitality businesses.

If your business is interested, please [register your interest](#).

The [project page](#) for this has achieved 368 web visits to date from 107 users.

PR coverage included [Bristol 24/7](#) and [Visit West](#) with a combined reach of 994,219





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# BRING YOUR OWN LUNCHBOX

We purchased 100 lunchboxes to giveaway to businesses in the BID area to use when their employees visit the food markets at Temple Quay and Finzels Reach.

If this proves successful, we will consider purchasing more to support businesses' sustainability efforts.

We are currently running a competition. Tag Redcliffe & Temple BID on social media with a picture of you and your lunchbox at the food market to win a £30 Love Bristol Gift Card. Please encourage your staff to take part!

The [project page](#) for this has achieved 327 web visits to date from 198 users.





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# DR BIKE

Our Dr Bike project continues in popularity with sessions this quarter taking place at BT, 3 Temple Quay, 10 Victoria Street and One Redcliffe Street as well as our usual sessions at Left Handed Giant and Glass Wharf.

We have already arranged a session per month at a different office block for the rest of 2024.

In July, we will hit our 1500th Dr Bike service!





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# CREATING AND PROMOTING A VIBRANT PLACE



# LOVE BRISTOL GIFT CARD

178 business across the city are now signed up to accept the gift card.

## Q2 Sales

Since the start of April 2024, we have sold £14,438 worth of gift cards.

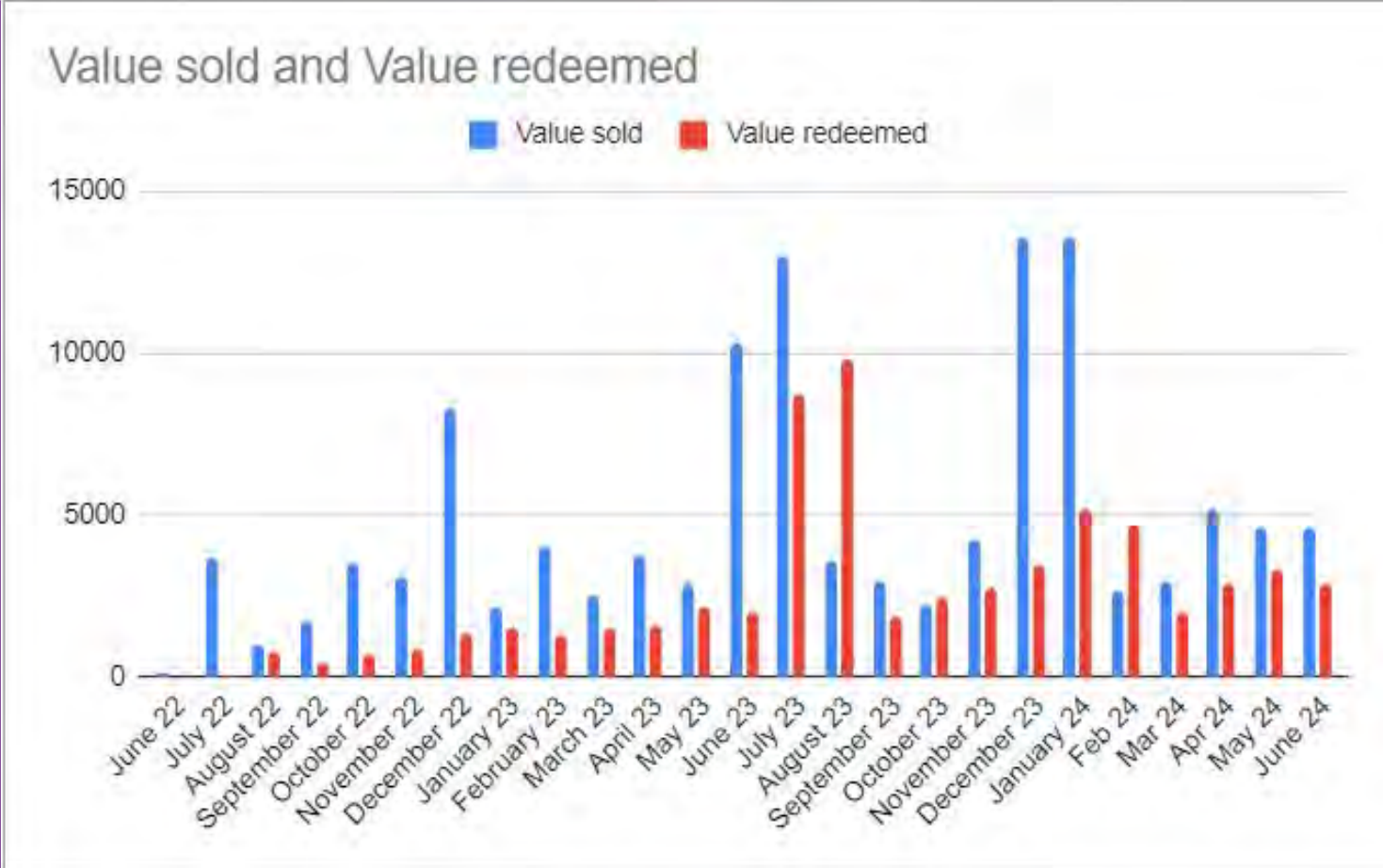
Since launching in June 2022, we have sold £120,528 worth of Love Bristol Gift Cards.

## Redemptions

Since the start of April, gift card owners have spent £9,094 a 58% increase year-on-year versus Q2 2023.

The graph on the right shows monthly sales and redemptions, with key selling times in the summer and Christmas, where we will focus our campaign spending.

If you're not yet signed up to accept the card you can do so [here](#), or by contacting Izzy to run a test transaction for you in person.





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# FESTIVAL OF NATURE

Redcliffe & Temple BID sponsored this year's Festival of Nature alongside Bristol City Centre BID.

Festival of Nature is the UK's largest celebration of the natural world, running for over 20 years.

The Festival of Nature 2024 ran from Saturday 1 to Sunday 9 June. It reached an audience of 30,000 people over 96 events, which took place in the Bristol and Bath region and online.

Over 100 organisations and community groups collaborated on festival content, which aimed to inspire audiences to take action for nature.

15 events took place in central Bristol, with free tickets marketed to BID levy payers. These events attracted an audience of 16,324.

The [event page](#) for this has achieved 326 web visits from 146 users this quarter.





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# CONNECTING AND REPRESENTING BUSINESSES



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# FUTURE OF WORK EVENT

In April 2024, we launched our new thought leadership series, providing expert-led seminars and events to influence and inspire our business community.

The project was launched in April with a successful premiere event at EQ Bristol in partnership with [hgkc](#). Our launch event focussed on the future of work, where industry professionals joined us to share their perspectives. The event was hosted by Sarah Owen, featuring keynote speaker Dr Nicola Millard, and panellists: Dr Harriett Shortt, Karl Brown, Sarah-Jane Osborne, and Priya Mistry.

We have shared our [event resources](#) on the BID website to continue these valuable conversations and inspire our community.

We also hosted a small round-table discussion, in conjunction with hgkc, discussing the importance of having a strong **Exit Strategy** for Business Owners in the local area.

The [project page](#) for this has achieved 276 web visits from 134 users this quarter.





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# FREE TRAINING HUB

This quarter 174 training events were attended across the 3 BIDs, with the top course categories being 20-minute Micro-Learning, Leadership and Office 365.

We supported Learning At Work Week in May to further promote and show the benefits of this platform.

## **The most attended sessions were:**

Excel, communication skills, leadership essentials and mental wellness.

## **Top business users:**

DAS

Clyde & Co

Bishop Flemming





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# BUSINESS LIAISON

In Q2 we directly liaised with 251 individuals across our business community via email, telephone, or face-to-face meetings/workshops, and reached over 1,550 people who have signed up to our monthly newsletters.

## Key themes discussed:

- BID events and activity
- Harbour Festival plans
- Future of Work event and resources
- ASB, safety issues and Streetwise support
- Cleansing and graffiti removal support





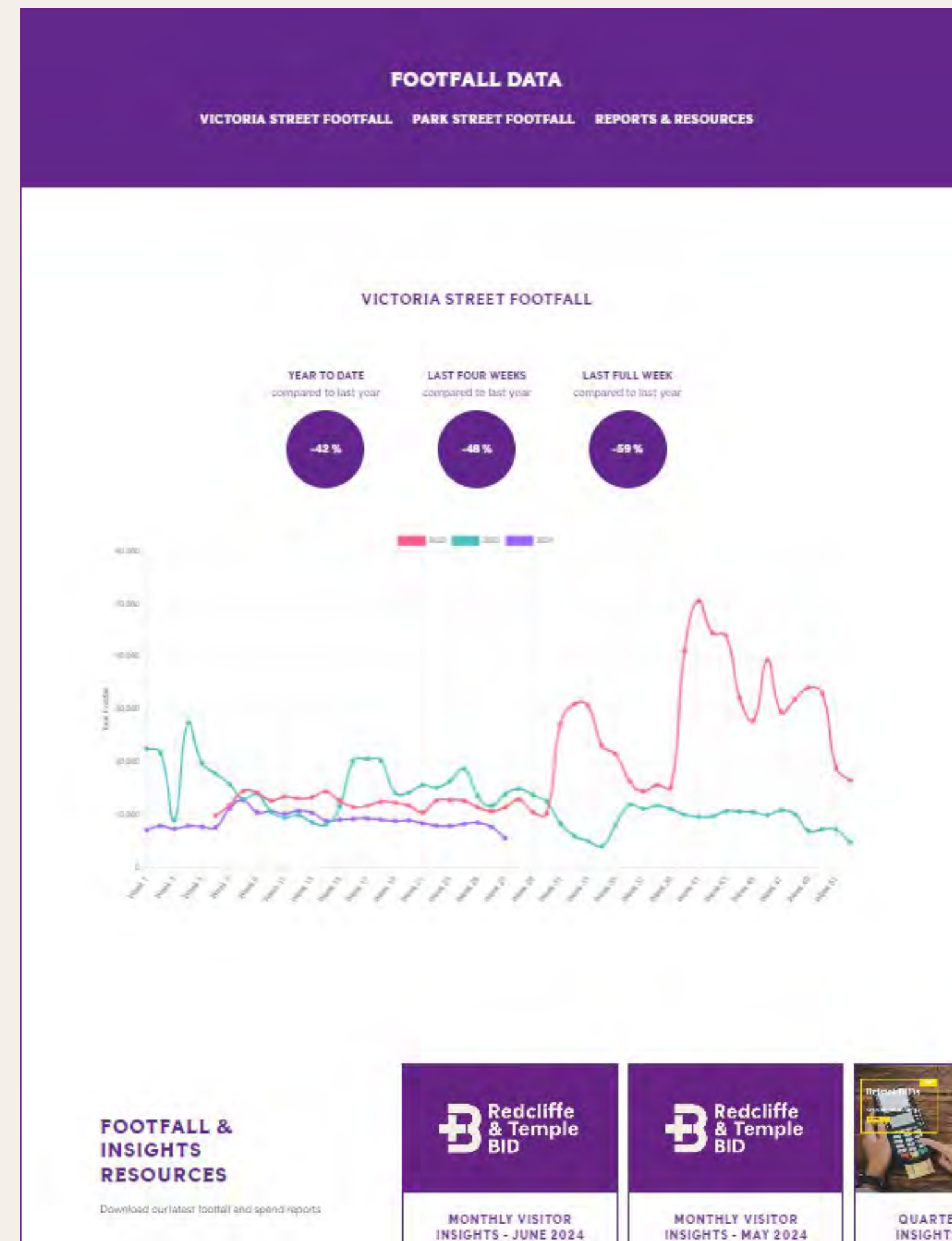
## 02/VIRGIN MEDIA DATA INSIGHTS

The BID [Footfall & Insights](#) website pages have been updated with the latest 02/VM monthly visitor insights report which summarises our visitor numbers, demographics and spend power vs the UK averages.

Also uploaded to the website is the Q1 spend insights with detailed information of total level spend vs last year and a sector spend breakdown including a time-of-day split. Included in this report is comparative spend data vs Bath, Cardiff and Cribbs Causeway.

The weekly footfall graph is now updated, showing footfall on Bristol Bridge and Park Street and comparing the year to date, last 4 weeks and the last full week vs last year.

These [pages](#) have received 712 visits from 107 users this year to date.





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# **BUILDING A SAFE AND CARING COMMUNITY**



# TAP FOR BRISTOL

## Donation Point Monthly Figures for Q2

- April: £273
- May: £369
- June: £234

Total raised for quarter 2 (R&T): £876

Total raised for quarter 2 (overall): £3,732





# TAP FOR BRISTOL GRANTS

**Caring in Bristol** received £20,000 worth of grant funding this quarter for their ongoing work on the Z House Project to match funding provided for crisis projects over this and last quarter. Opening of the unit is expected in July. A further £1,000 was provided to Caring in Bristol to support the printing of the updated Caring Handbook

**Emmaus Bristol** received £5,000 to enable financial support for Emmaus companions who are moving on into independent living by providing grants of either £500, £750 or £1000 to help with initial moving costs. This will, not only allow 10+ people (depending on grant amount) to move on successfully, but also enable another 10(+) to be helped to find temporary accommodation and many more companions will be inspired to move on.

**SLEEC (Survivors Leading Essential Education and Change)** received £5,000 to be used to support survivors who are at risk of homelessness and harm, who are in the interim period of having left an abusive/unsafe situation and waiting to be housed in a safehouse or emergency accommodation/new accommodation.





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# STRESS AWARENESS MONTH & LUNCHTIME EVENTS

Redcliffe and Temple BID were keen to improve the variety of lunchtime sessions available for levy payers and embrace the importance of well-being during Stress Awareness Month in April. It proved to be hugely popular with the inclusion of Wellness Walks, Yoga, Tai Chi, Mindful Sketching, and Crystal & Tibetan bowls sound bath sessions, engaging 111 people from local businesses to sign up.

Following the success of Stress Awareness Month, we continued with our Lunchtime Events for May and June, including Yoga, Tai Chi, and Crystal & Tibetan bowls sound bath to the benefit of the 128 people that signed up.

The [news page](#) for this has achieved 287 web visits from 206 users this quarter.





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# NEIGHBOURLY DIGITAL BRIDGE

Neighbourly has teamed up with Microsoft to [launch a campaign](#) to link corporate volunteers with the charity sector with the aim of reducing the effects of the growing digital divide.

Businesses can offer their support to charities and community groups for administrative, strategic and creative tasks.

The [news page](#) for this has achieved 52 web visits from 11 users this quarter.





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## ENGAGING STUDENTS PROJECT

In partnership with Bristol City Centre BID, we are in the early stages of a project designed to engage BID businesses with Bristol Student employment opportunities.

This need was identified at a focus group attended by representatives from various educational bodies, students, Visit West and the BIDs.

There are many students in Bristol that may benefit from local Bristol SMEs providing employment opportunities.

We are looking to set up a working group that includes representatives from businesses responsible for recruitment, and individuals from the educational bodies responsible for student careers.

If you are interested in being involved in this kind of project, please [contact Louisa](#).





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# BCRP

Over the past quarter, our Street Intervention Service team together with our dedicated PCSO have observed and attended numerous instances of anti-social behaviour and persistent begging from the street community.

Demonstrating resilience and perseverance, they continue to patrol the Redcliffe and Temple area on a weekly basis.

Working alongside our partner agencies, support was offered to all impacted businesses.

When issues were not resolved, SIS proceeded to request enforcement action. A high number of Community Protection notices and Community Protection Warnings were issued during this quarter across the city.





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## BCRP

At the beginning of June, a new Bristol Business Crime Reduction Partnership Manager was appointed. Carmen Ceesay works across Visit West's three business improvement districts (Broadmead BID, Bristol City Centre BID, and Redcliffe & Temple BID).

The Bristol BCRP aims to address the crime that specifically affects businesses through sharing information and building strong relationships with local authorities. To do this, BCRP invest in the intelligence sharing platform DISC which allows businesses, the police, and the council to share intelligence and submit reports of business crime.





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# MARKETING

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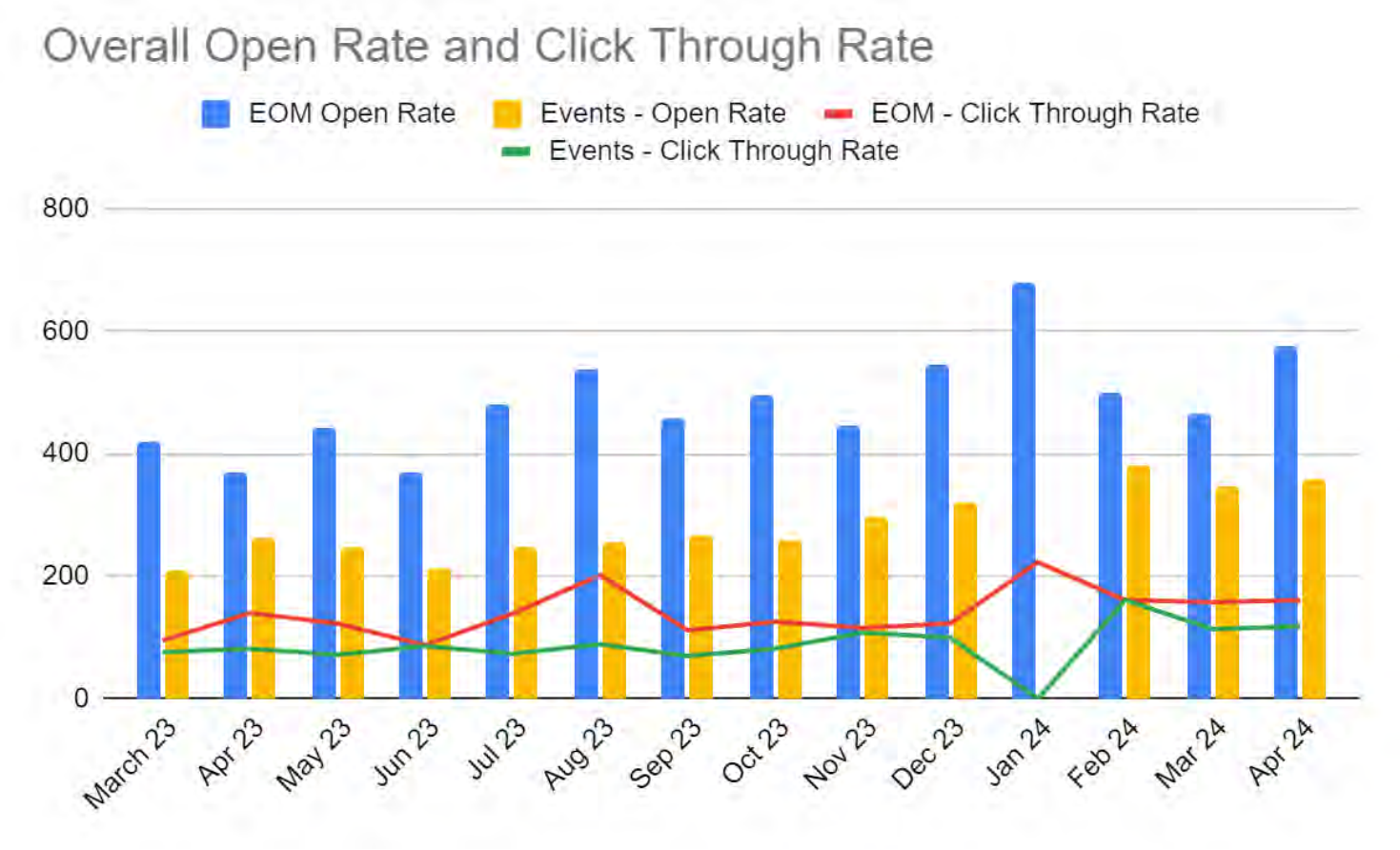
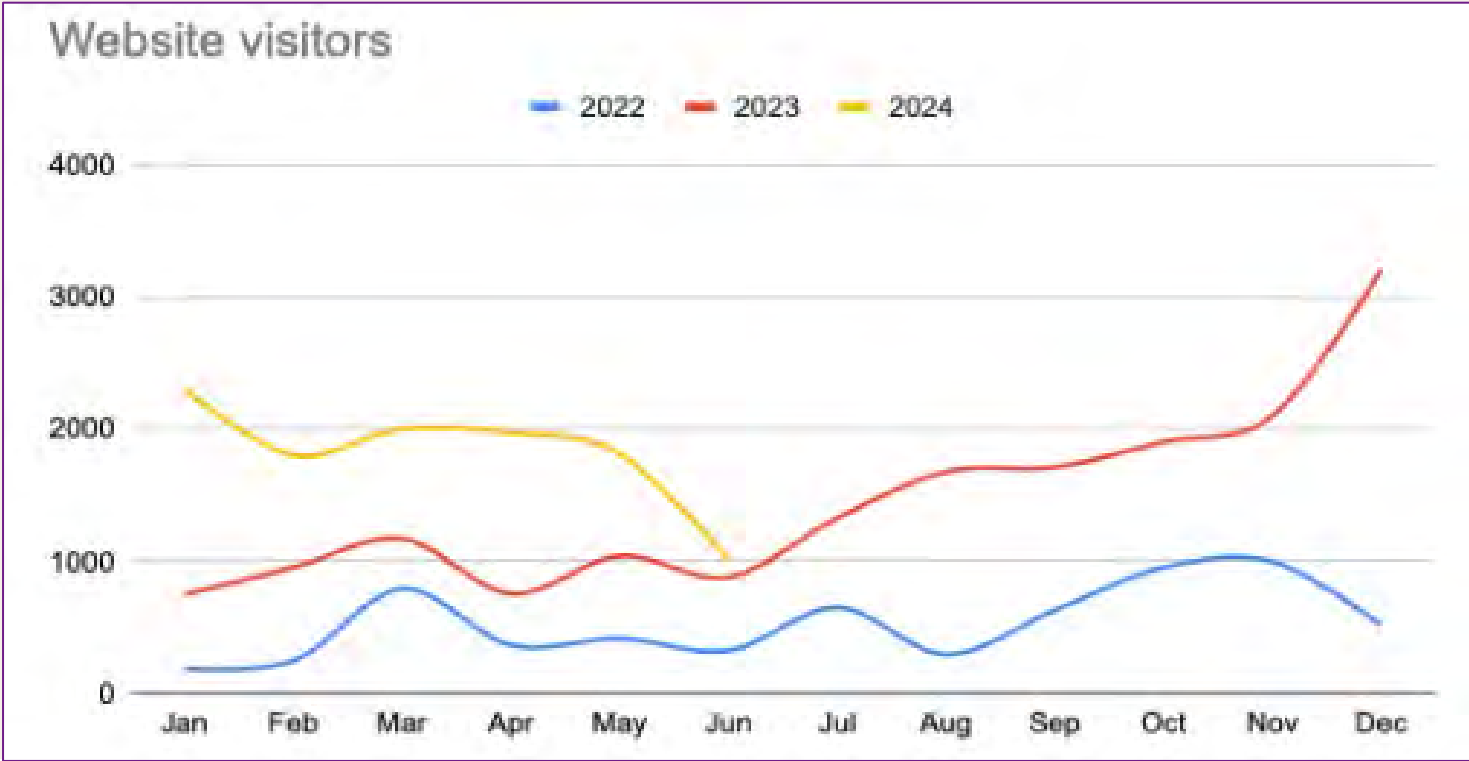
# WEBSITE & EMAIL

The graph top right shows website visitors MoM, dating back to 2022. Q2 2024 saw a 21.46% decrease in web visitors compared to Q1, from 6.1k down to 4.7k. Compared to Q2 2023, this is a 79.57% increase in web visitors. The most viewed pages this quarter include Yoga Flow, Dr Bike, and the Festival of Nature event listing.

Our average open and click through rates for Q2 include:

- EOM open rate average: 36% (versus 35% average to date)
- EOM click through rate average: 9.5% (versus 10% average to date)
- Events open rate average: 38.4% (versus 32% average to date)
- Events click through rate average: 13.7% (versus 12% average to date)

The highest opened newsletter was May's event newsletter which achieved a 44.2% open rate and click through rate of 14.7%. This had the subject line '*Free events for your team*'. This followed a series of tests to determine effective subject lines for newsletters.

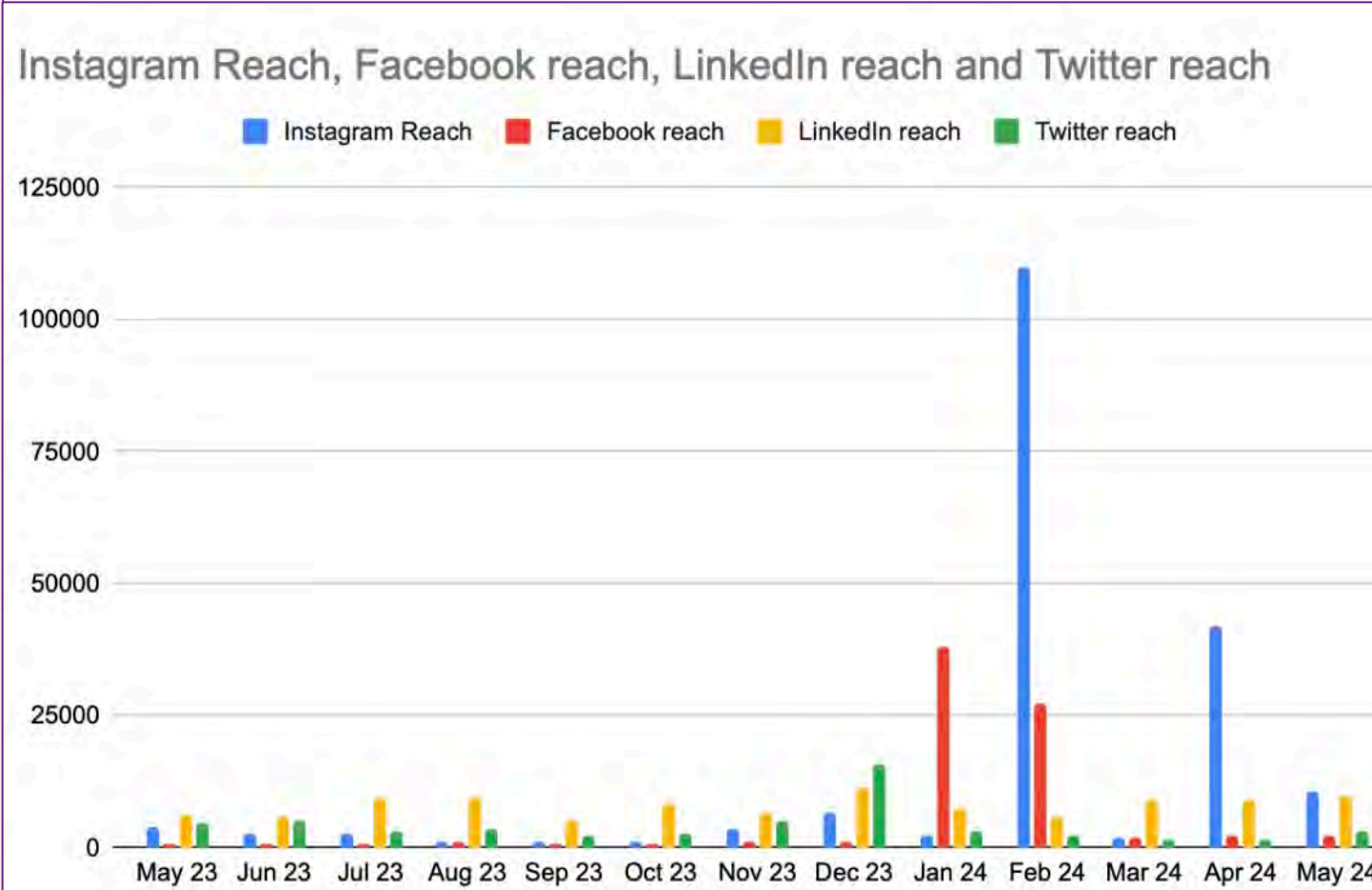
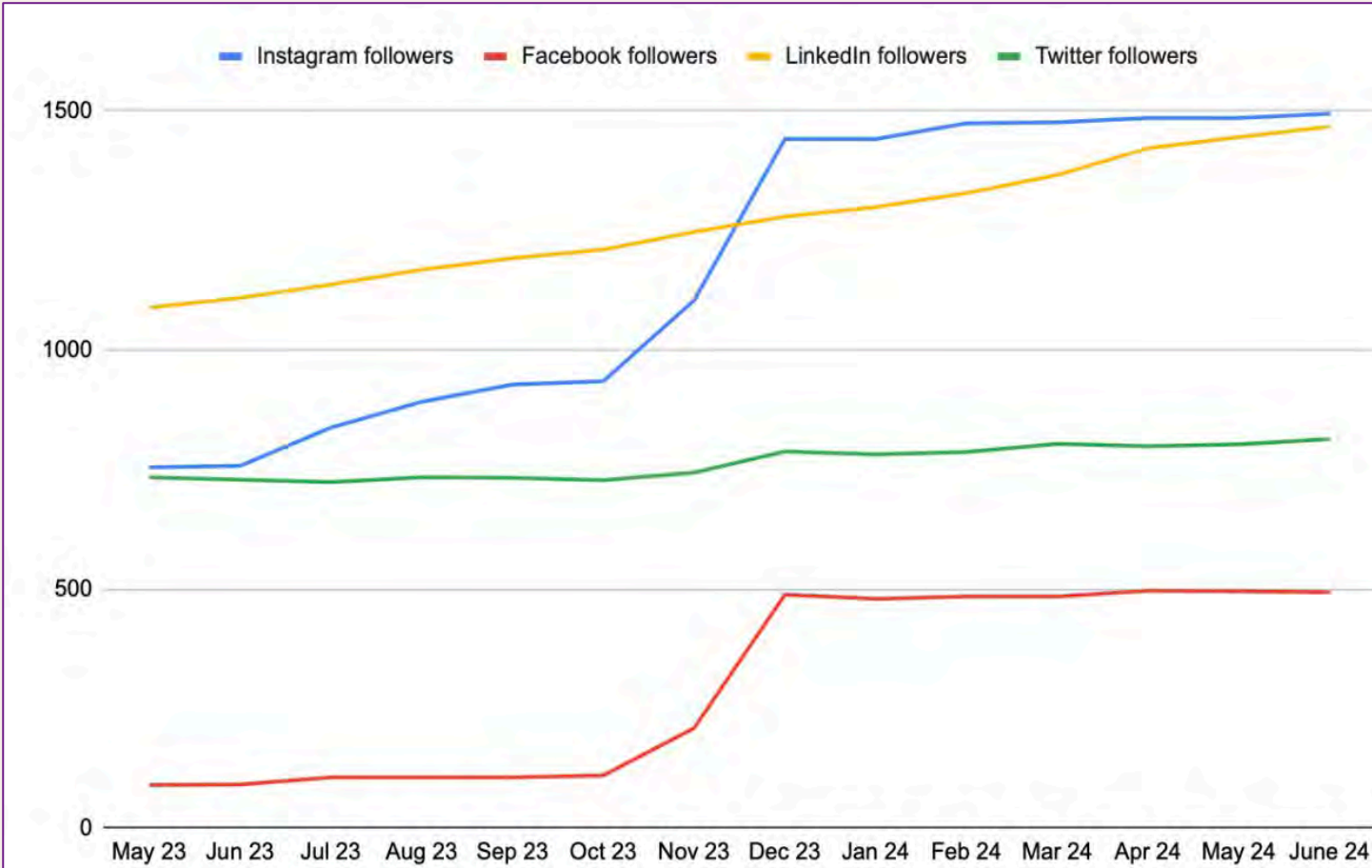




# SOCIAL MEDIA

We are continuing to grow our social media channels in Q2 2024. LinkedIn is our highest growing channel this quarter with a 7.4% increase in followers, bringing the total to 1,466 followers. Our remaining channels are continuing to grow steadily.

Channel reach in Q2 has decreased across Instagram, Facebook, and Twitter compared to Q1 (competing with elevated levels of reach during Bristol Light Festival), but experienced peaks in Instagram reach in April with collaborative posts regarding the Fire Station mural, Bristol Harbour Festival and Bristol Light Festival. LinkedIn reach has increased 6.6% in Q2 compared to Q1.

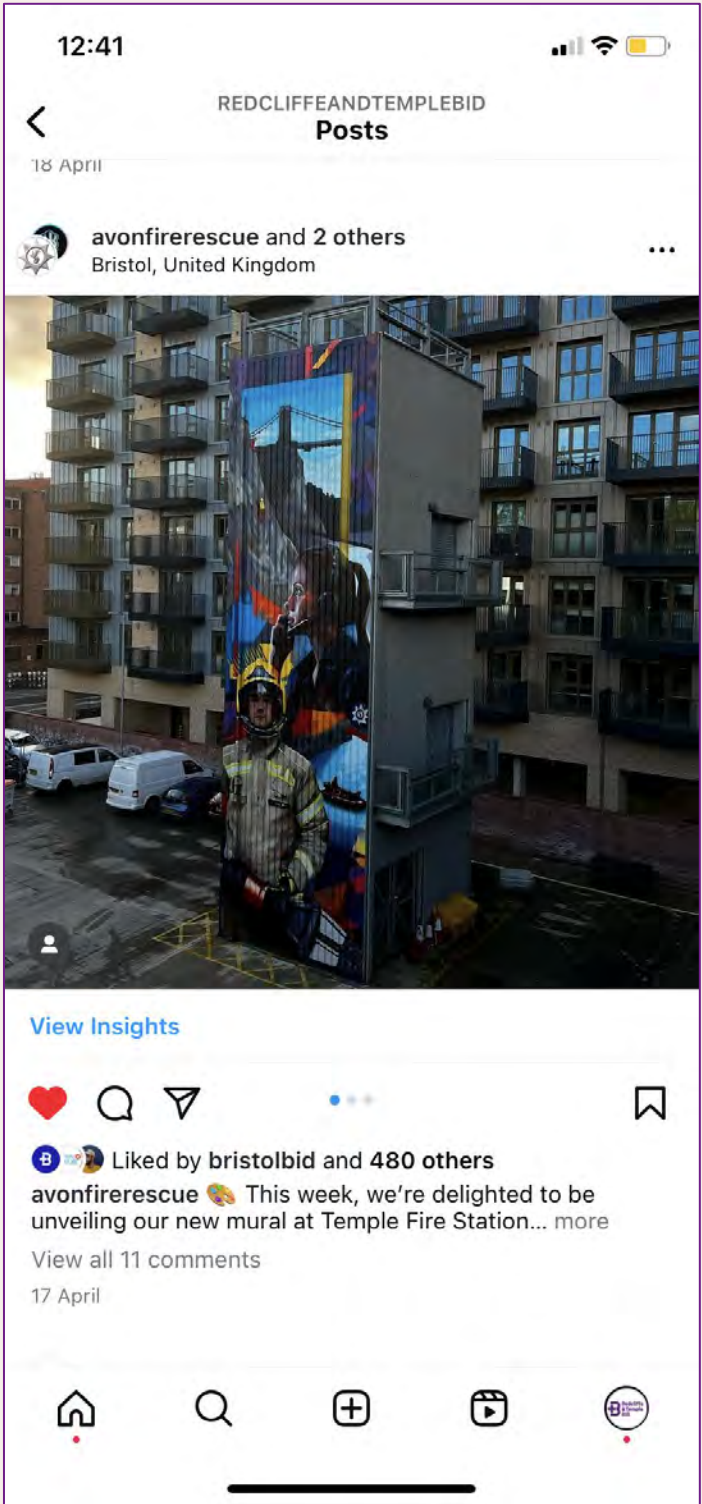




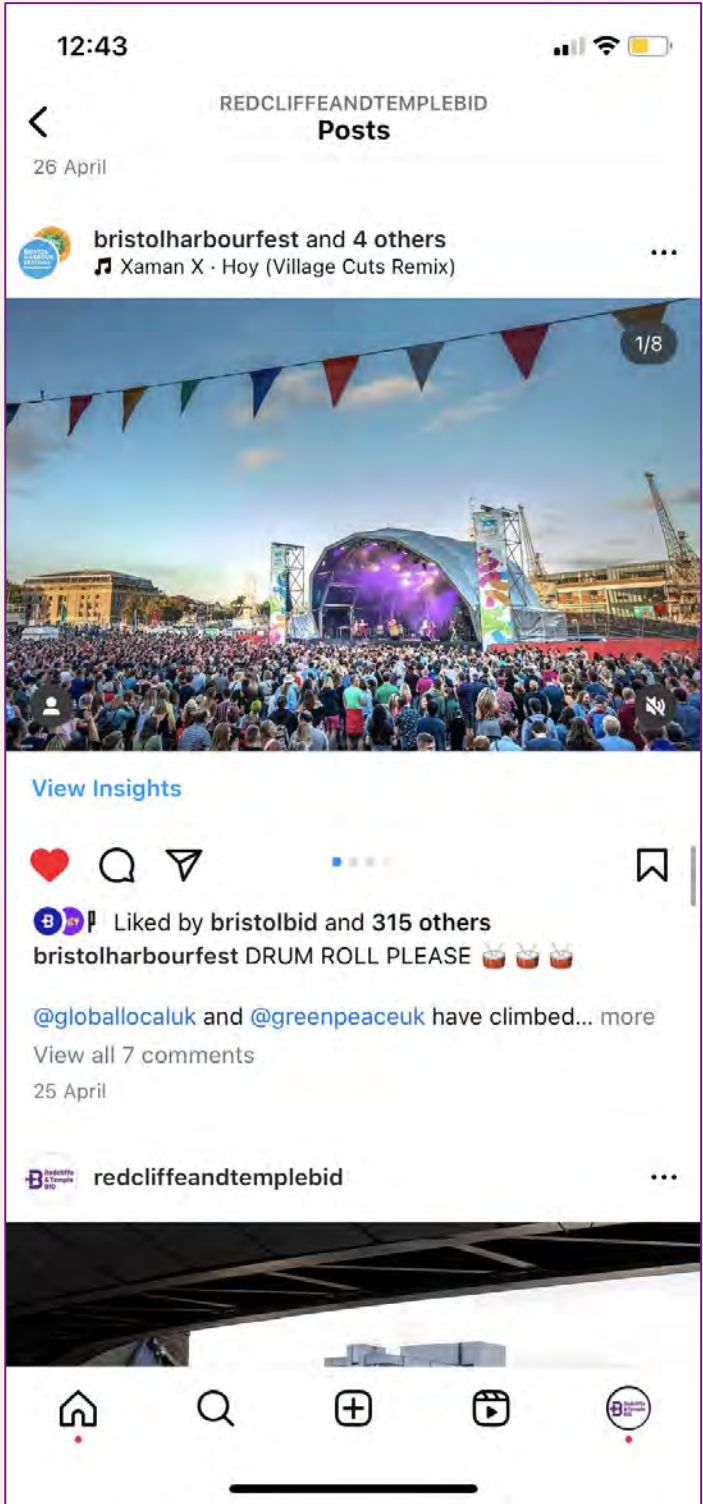
# MOST LIKED POSTS



Likes: 1,335  
Reach: 12,855



Likes: 481  
Reach: 3,702



Likes: 316  
Reach: 18,856



Likes: 221  
Reach: 4,848



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**FINANCE**



# BUDGET UPDATE     2023/24

	23/24 Actual	23/24 Business Plan Budget
	Nov23 - Oct24	
Income		
Levy at 1.5%	860,235	1,059,303
Other income	3,574	
Total	863,808	1,059,303
Expenditure		
Creating & Maintaining quality spaces	262,755	228,600
Improving sustainability & the environment	150,476	114,300
Creating & promoting a vibrant place	193,644	204,110
Connecting & representing businesses	86,242	97,970
Building a safe & caring community	154,950	171,450
Management and overheads	130,313	182,000
Contingency and loan repayment	-	53,530
Total	978,381	1,051,960
Underspend/(Overspend) current year	(114,572)	7,343
Underspend b/fwdprevious years	170,993	
Total underspend/(overspend)	56,421	



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# LEVY COLLECTION UPDATE:

## Levy Collection Statistics to May 1, 2024

Levy Collection Stats to May 1 2024		
	% Collected	Outstanding
Year 1	99%	£2,565
Year 2	99%	£98
Year 3	99%	£1,365
Year 4	88%	£102,633
	Total Outstanding	£106,661



