

Q1 PERFORMANCE REPORT

January to March 2025

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CREATING AND MAINTAINING QUALITY SPACES

CLEANSING

Our cleansing team provide free graffiti removal and deep cleansing for businesses within the Redcliffe & Temple BID area. This quarter they responded to 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:

- **January:** 263 items of graffiti removed
- **February:** 127 items of graffiti removed
- **March:** 121 items of graffiti removed

Deep cleansing:

- **January:** Redcliffe Street, Temple Gardens and surrounding areas
- **February:** Redcliffe Street, Church Lane, St Thomas Street, Avon Street
- **March:** Redcliffe Hill, Broad Plain, St Thomas Street, Church Lane



PARKS & GREEN SPACES

We continue our work to improve the parks and green spaces in Redcliffe and Temple, and have been working on several locations in 2025:

- **Portwall Gardens** - Met with BCC Parks to confirm the design, awaiting final costings before work commences in the summer.
- **Freshford Lane Pocket Park** – Awaiting further updates from BCC who hope to be able to make the improvements as part of the wider Redcliffe Way transport scheme.
- **Quaker Burial Ground** – We have offered £10k to a joint project to improve this space to become a memorial/hope garden for those seeking asylum. We have submitted a CIL application for this project.



WILDFLOWER MEADOW PLANTING

Our work to enhance the Wildflower Meadow at St Mary Redcliffe Church continues and in March we hosted another lunchtime session to infill further plants.

These sessions remain very popular with around 35 people attending across the two-hour session with many attendees returning having volunteered in previous years.



IMPROVING SUSTAINABILITY AND THE ENVIRONMENT

BRISTOL CLIMATE & NATURE PARTNERSHIP

Three events took place in Q1:

- Measuring Your Carbon Data ~50 attendees
- Legal Sector Roundtable – Invite Only. 8 representatives
- Communicating Climate Action ~40 attendees

In Q2 of 2025 three events are due to take place:

- Intention to Action Clinic: Supplier Engagement – [book here](#)
- Understanding impact on nature – [book here](#)
- BCNP Partnership Gathering – [book here](#)

The 'Getting Started Programme' will also commence in April, a new offer to support up to 10 organisations with more tailored support.



DR BIKE

Monthly session at Left Handed Giant and Double Puc Café.

Additional sessions this quarter included One Redcliffe Street, EQ and The Assembly.

The Life Cycle team serviced 108 bikes this quarter through Dr Bike.

Thanks again to Bristol City Council's Transport Business Engagement team for providing a 50% grant for the delivery of our Dr Bike service in 2024 and 2025.



TRANSPORT PROJECTS

In Q1 we have been supporting businesses on Victoria Street who are struggling with the way the roadworks have been delivered.

We expect to take on this role throughout the city in the next two years given the amount of transport changes being proposed; the changes to Park Street and Temple Way were approved in March by BCC Committee with further schemes set for approval later in 2025.

We have also held initial conversations with BCC Transport Engagement regarding working together on the consultation regarding Workplace Parking Levy.



CREATING AND PROMOTING A VIBRANT PLACE

LOVE BRISTOL GIFT CARD

Over 190 business across the city are now signed up to accept the gift card.

Sales:

- Since the start of 2025, we have sold £11,905 worth of gift cards.
- This includes all-time high sales numbers for February and March.
- February 2025 saw an increase of over 35% from February 2024.
- Since launching in June 2022, we have sold £175,269.03 worth of Love Bristol Gift Cards.

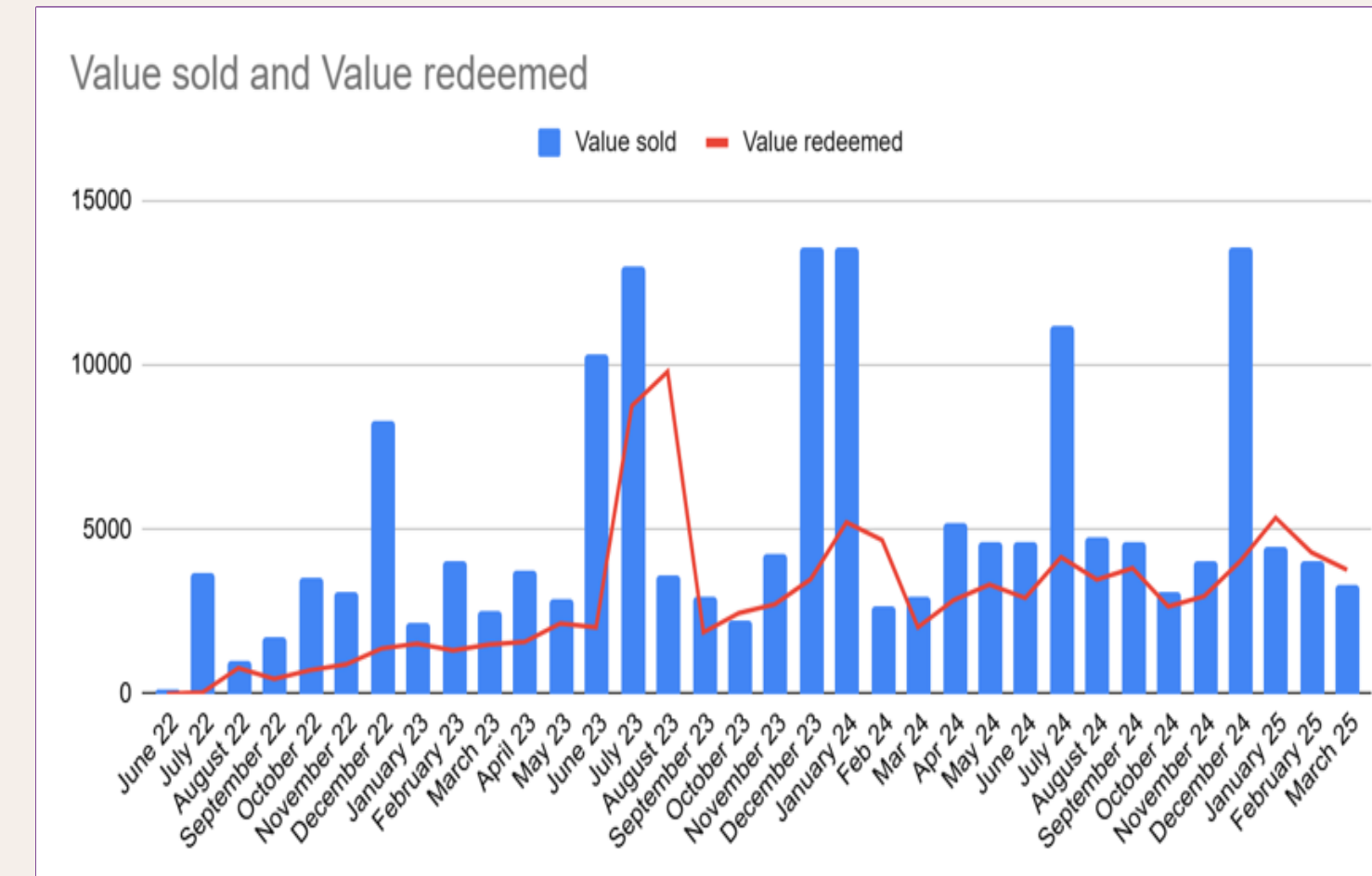
Redemptions:

- Since the start of January, gift card owners have redeemed £13,436.85
- This has been a record breaking first quarter for LBGC redemptions, recording a 12% increase on Q1 2024.

Strategy:

- Q1 has seen a focus on onboarding businesses for the new year with important cultural venues Bristol Beacon and St George's signing on alongside various businesses in Cabot Circus and beyond.

If you're not yet signed up to accept the card, you can do so [here](#).



BRISTOL LIGHT FESTIVAL: EVALUATION REPORT 2025

Summary

Bristol light festival made its highly anticipated return (31st January – 9th February) with ten evenings of stunning light installations across the city centre. Ten playful, immersive, and colourful artworks illuminated some of Bristol's well-trodden paths as well as some unexpected places to create A city-wide event that was enjoyed by all.

Bristol Light Festival attracted a total of 200,000 visitors to the city centre to explore the city through light, shopping, eating and drinking along the way.

The overall economic impact of Bristol Light Festival 2025 is estimated at just over £11m and the overall spend of £9.4m demonstrating a 30% increase from 2024.

Audience evaluation conducted by Red Research; full report available on request.



BRISTOL LIGHT FESTIVAL: EVALUATION REPORT 2025

Redcliffe & Temple installations

C-Scales - an array of animations projected onto a suspended façade of more than 1,800 CDs and DVDs. The reflections painted the landscape and visitors with shimmering threads of light, resulting in a subtly immersive installation.

C-Scales saw around 30,000 visitors over the period of the 2025.

Parallels - an immersive installation that used the precision of lasers and mirrors to transform moving footage into floating abstractions of light in Temple Church. Set to a soundtrack by Max Cooper.

Parallels saw around 23,000 visitors enjoying the immersive spectacular.

The Whilers - A world premiere for Bristol Light Festival, charming crowds as they interacted with each other and with friendly visitors. The Whilers are otherworldly creatures on a journey into the unknown; they used non-verbal sounds and language to communicate with one another and make new friends.

The Whilers saw over 18,000 visitors over the period of the 2025 event.



BRISTOL LIGHT FESTIVAL: EVALUATION REPORT 2025

Marketing achievements

- 15.44% increase in website users (from 88,992 to 102,729)
- 23.83% increase in website visits (from 352,948 to 437,063)
- The 2025 map was the most viewed page with 124,910 views (up 46.53% from 85,247)
- 37.12% increase in cross-channel social media reach (from 779,244 to 1,068,511)
- 42% of respondents surveyed saw information through Bristol Light Festival channels of these, Instagram (52%), Facebook (50%), website (44%), email (37%) and X (4%)
- 33% saw Bristol Light Festival in the media – up from 23% in 2024 and 13% in 2023
- PR reached over 1.7 billion people
- 198 pieces of media coverage

Full evaluation report available on request.



CONNECTING AND REPRESENTING BUSINESSES

FUTURE OF WORK 2

The event took place at We The Curious on the 23rd January and saw over 40 attendees.

It included a keynote speaker, panel discussion and networking opportunities.

The event highlighted integral elements organisations must embrace to adapt to the ever-changing landscape of the future of work. This event underscored the importance of embracing the qualities that make us human, including creativity, resilience, and chaos for growth, and their combined importance for success.



FREE TRAINING HUB

This quarter, 225 training events were booked across the 3 BIDs, with the top course categories being the 20-minute Microlearning courses, Office 365 and Business Essentials.

The most attended sessions were:

Excel, Communication Skills, Protecting your Mental Wellbeing, Business Skills and Business Essentials.

Top business users:

- DAS
- Burges Salmon
- Womble Bond Dickinson



BUSINESS LIAISON

In Q1 we directly liaised with over 200 individuals across our business community via email, telephone, or face-to-face meetings/workshops, and reached over 1,900 people who have signed up to our monthly newsletters.

Key themes discussed:

- Bristol BID consultation plans
- Bristol Light Festival
- Cleansing and graffiti removal support
- BID lunchtime events and activity
- BCRP and Streetwise support

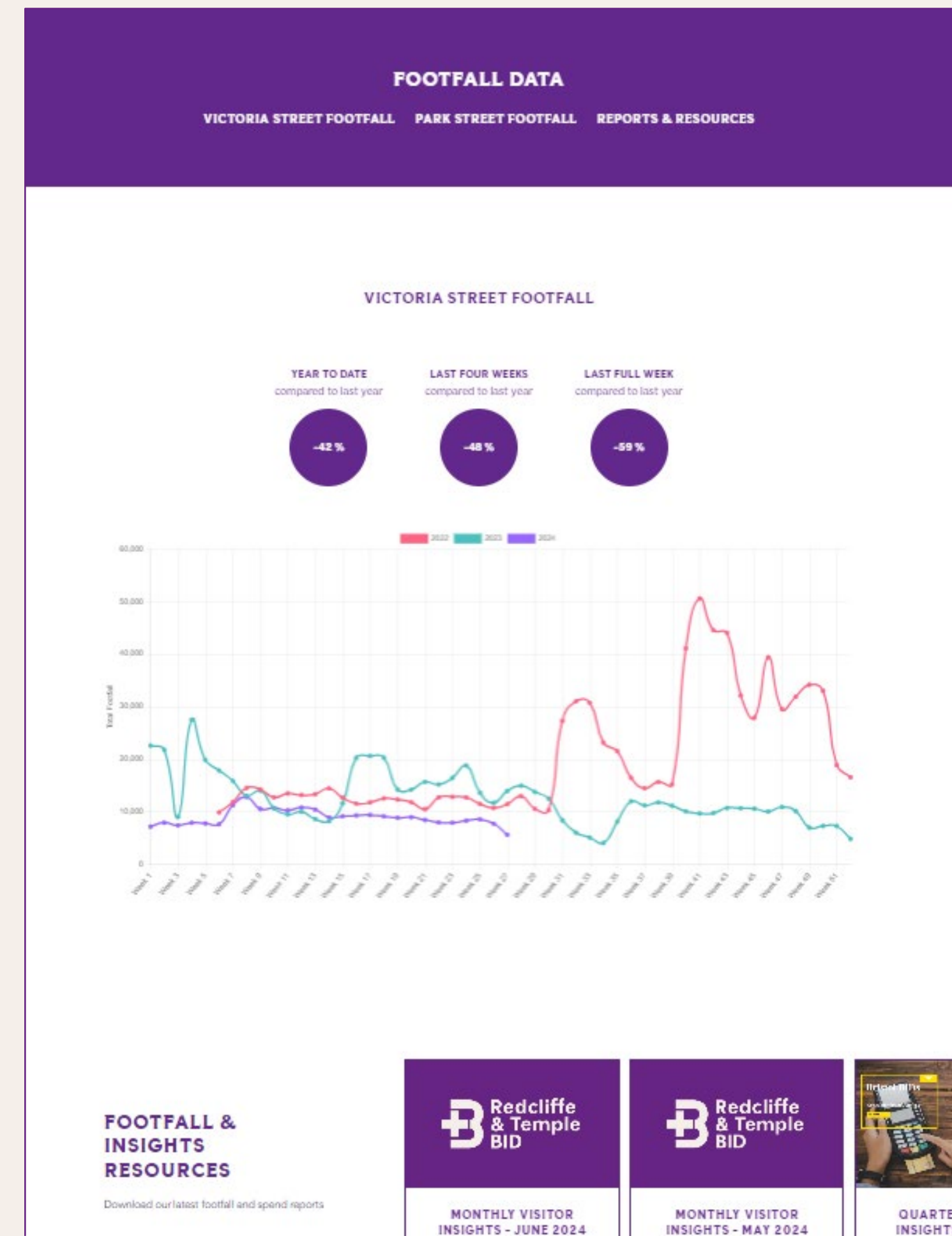


02/VIRGIN MEDIA DATA INSIGHTS

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 Q4 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.

In March 2025, we launched our monthly footfall overviews, summarising the key footfall trends.

These [pages](#) have received 195 visits from 56 users in Q1.



BUILDING A SAFE AND CARING COMMUNITY

TAP FOR BRISTOL

Q1 Donation totals

- January £354
- February £387
- March £405

Total for Q1 £1,146

This includes £90 donated at an event held at the EQ building in March.

Donations for TAP across all BID areas have now exceeded £154,000.

1 grant has been made this quarter to The Nelson Trust providing funds for their Emergency Fleeing Fund. This provides mobile phones to enable service users to maintain contact with their support network, together with transportation costs to help with escaping from dangerous situations and attending crucial appointments. It also provides money to pay for emergency accommodation and essential items, such as toiletries & food.



LUNCHTIME EVENTS

This quarter we worked with St Mary Redcliffe and the Bristol Hippodrome and offered behind the scenes tours. Both events were well received in addition to our regular lunchtime events.

- **January:** Yoga, Tai Chi, Sound Bath
- **February:** Yoga, Tai Chi, Sound Bath
- **March:** Yoga x 2, Tai Chi



NEIGHBOURLY

In early March, Neighbourly launched a new volunteering program focused on AI. Ai123! Is a campaign aiming to upskill individuals in AI knowledge, so that they can then go on and volunteer with good causes to share this new information.

There are recorded and (soon to be live) webinars that train participants in how to return the training to the good cause network.

If you are interested in taking part, you just need to sign up through the Redcliffe & Temple BID Neighbourly campaign.

Neighbourly has a target of training 100,000 to address the growing digital skills gap by June.

Neighbourly and the BID delivered a lunchtime litter picking event in Castle Park, we had a great turn out of individuals from businesses across the BID area, coming together to volunteer in their lunch break. The litter pick was part of the Great British Spring Clean and the Million Mile Clean campaign from Surfers Against Sewage.



BCRP AWARENESS WEEK

- Our inaugural BCRP Awareness Week highlighted the power of partnership through key initiatives such as the Walk & Talk with Sgt. Sean Underwood from Avon & Somerset Police, our strengthened collaboration with British Transport Police at the GWR Safeguarding Conference, and business engagement alongside Street Intervention Services—all showcasing the value of working together.
- Through direct engagement events like our Police & BCRP Presentation at HMRC and Coffee with a Cop, we reinforced relationships between businesses, the wider community, and our key partners.
- The election of Ahad Vahabzadeh from DoubleTree by Hilton Bristol as our new Bristol BCRP Advisory Board Chair marks a significant step forward in ensuring we lead a strategic and coordinated approach to safety.
- As we continue building on this momentum, the support from our Advisory Board, the strong collaboration with key partners, and our valued relationships with stakeholders will be crucial in shaping a safer Bristol BID and city for all.
- Find further information about the BCRP at www.bristolbcrp.org



If you have issues or concerns:
email info@bristolbcrp.org

RANGER TRIAL & DEDICATED PCSO

- This quarter marked the launch of the new Ranger service for R&T, which began on 11th February.
- Mo and Jack, our dedicated Rangers, have made significant progress from mid-February to the end of March, delivering 78 engagements across 20 individual businesses.
- Their main focus has been supporting businesses with crime-related concerns by providing on-the-ground assistance, gathering evidence, and promoting tools such as the Disc intelligence-sharing platform.
- This past quarter, our dedicated PCSO Nat completed 38 business engagements with five key stakeholders. Highlights include the removal of five tents across Temple Church Gardens and Temple Quay, with support from rangers and security. He served three CPWs, addressed two breaches, issued two rough sleeper forms, and successfully served a removal letter. He also received two drug-related intel reports at Gardiners Haskins and collected CCTV footage at Glass Wharf following ASB reports.



STREET INTERVENTION

Redcliffe & Temple BID co-funds a dedicated Street Intervention Services (SIS) officer, Lewis, who works across Broadmead BID, Bristol City Centre BID, and Redcliffe & Temple BID. Lewis is part of Bristol City Council and Avon & Somerset Police's team of SIS officers, an additional resource focusing solely on the three BID areas.

Street Intervention Services is a multi-agency team. They work closely with members of the street community persistently engaged in anti-social behaviour (ASB) and look to stop that ASB. They take a holistic approach and assess people on five key needs. They then put interventions in place to address those needs.

During Q1, Lewis and the wider Street Intervention Services team's interventions included:

- 15 referrals for financial support
- 18 referrals for health support
- 146 referrals for housing support
- 48 referrals for substance misuse support
- 54 verbal warnings
- 13 Community Protection Warnings
- 2 Community Protection Notices
- 2 civil injunction



If you have issues or concerns:
email info@bristolbcrp.org

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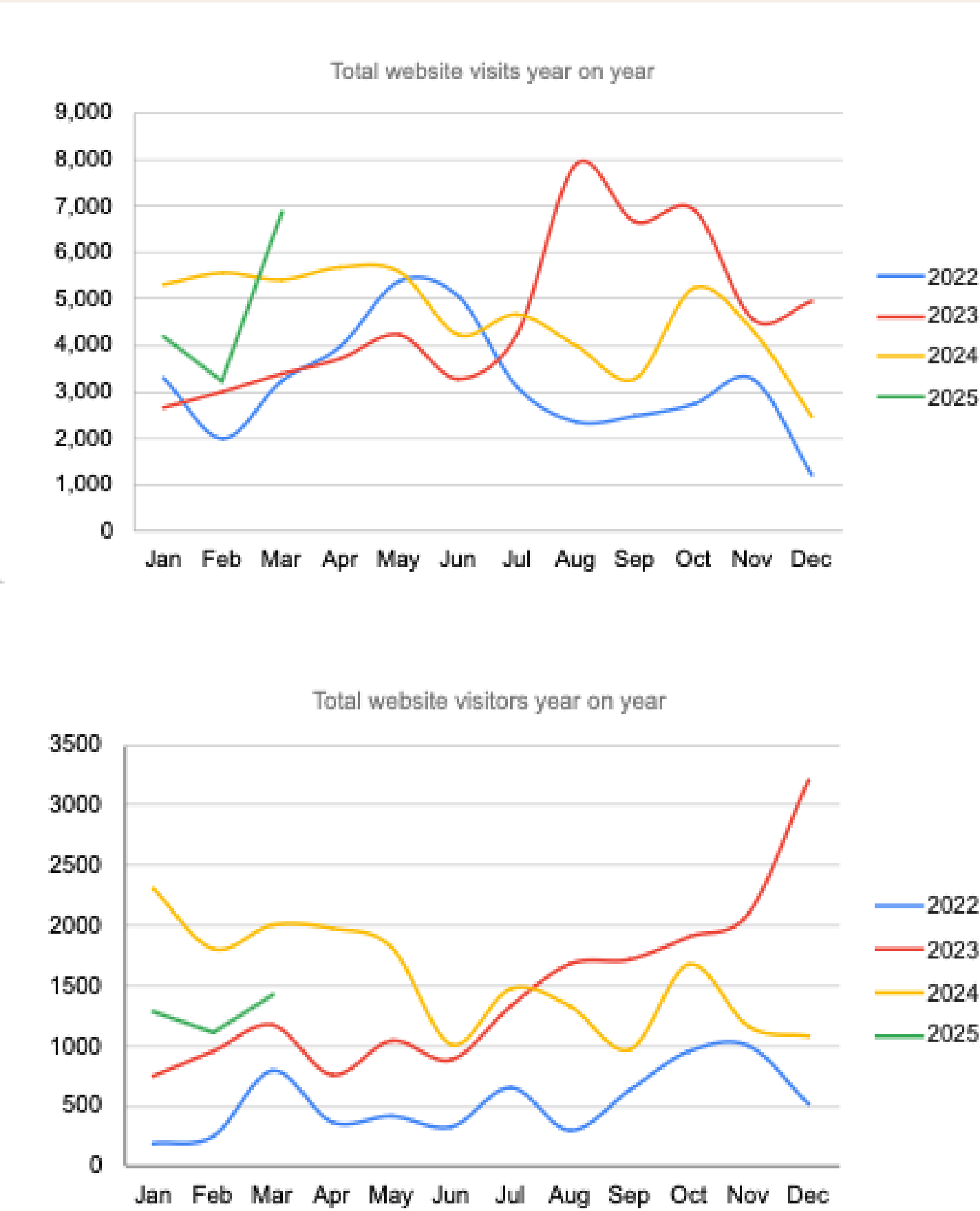
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WEBSITE

The graphs on the right show year on year trends for website visits and visitors. Q1 experienced a 19% increase in website visits compared to last quarter, from 11,978 to 14,221. However, website visitors was down 2% this quarter, from 3,899 to 3,806, suggesting more returning visitors this quarter.

The website experienced a peak in traffic on 25 March thanks to the launch of the ‘20 Days of Calm’ event series for Stress Awareness Month. This resulted in a total of 2,146 visits from 1,496 visitors across the project page and relevant event listings, making up almost a third of all web visits for March.

The most viewed web pages this quarter were the ‘20 Days of Calm’ project page, event listings page, hand & back massages event, flower arranging event, and sound bath event.



EMAIL

Our average open and click through rates for our Q1 emails include:

EOM open rate average: 43% (versus 39% average to date)

EOM click through rate average: 16% (versus 11% average to date)

Events open rate average: 29% (versus 36% average to date)

Events click through rate average: 13% (versus 11% average to date)

March's monthly newsletter achieved the highest open rate this quarter with 45.2% and a click through rate of 17.7%. This had the subject line 'The latest updates for your team 🚨'. The top clicked link in this newsletter was the Bristol Harbour Festival fringe news piece (414) followed by the BCRP awareness week project page (412).

2025 EOM Open Rate and Click Through Rate



2025 Events Open Rate and Click Through Rate



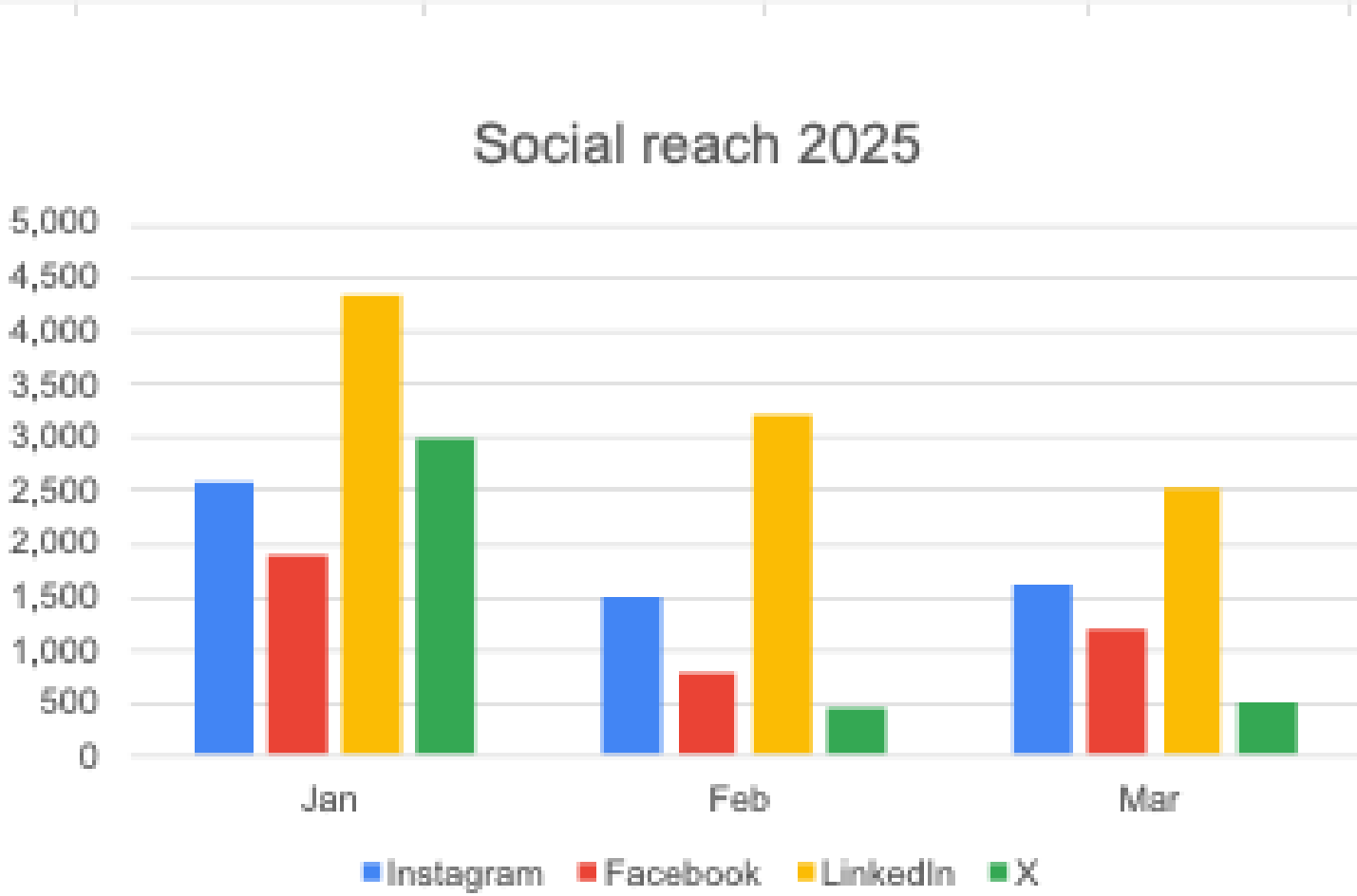
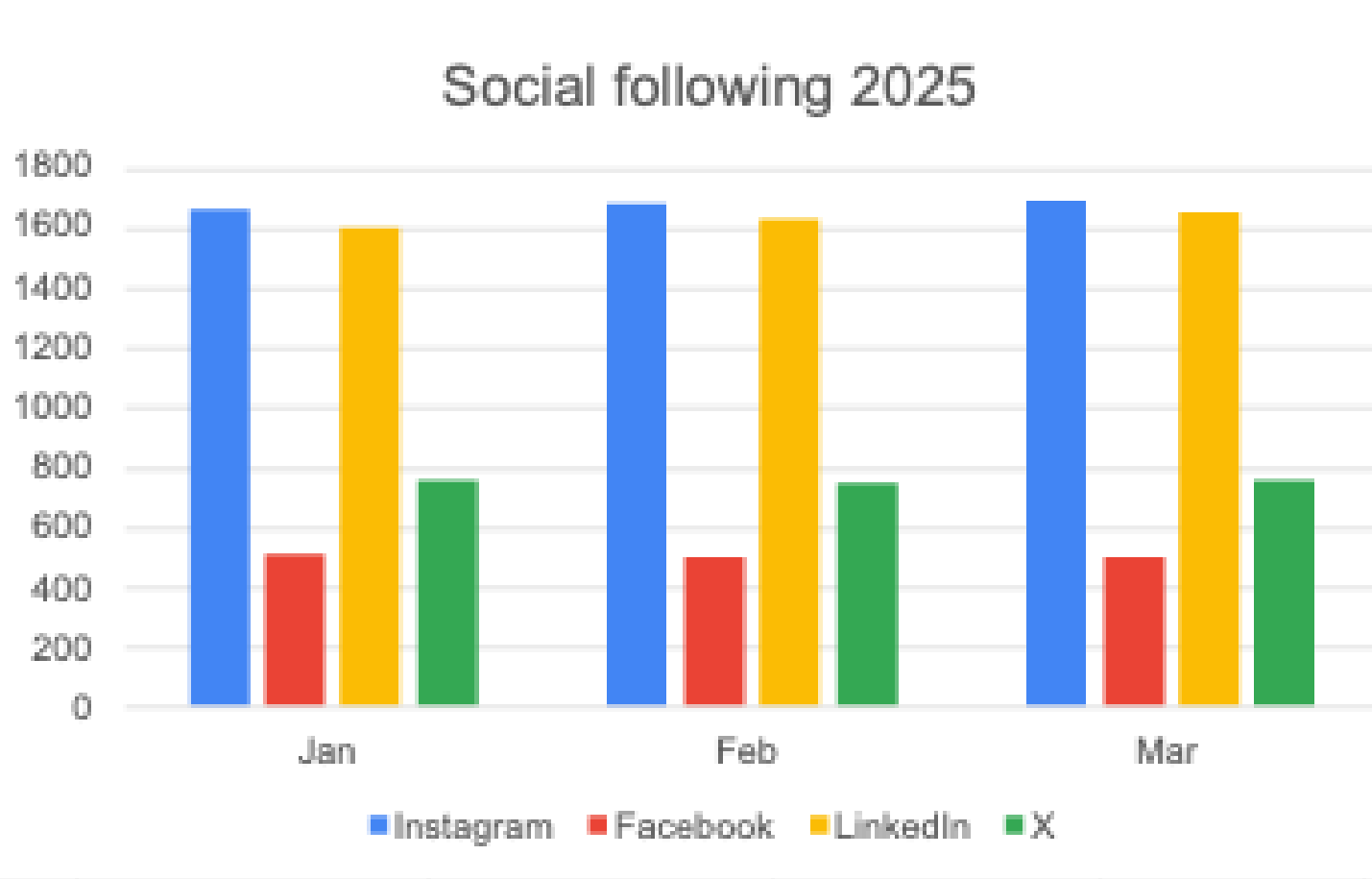
SOCIAL MEDIA

LinkedIn is our highest growing channel this quarter, with a 5.11% increase in followers, bringing the total to 1,645. Our Instagram following has also increased by 4.6% this quarter. X is our only channel that has lost followers this quarter, down 2.84%.

Q1 experienced a drop in reach across three key channels: 20% decrease on Instagram, 31% decrease on Facebook, and 22% decrease on LinkedIn. X reach, however, was up 23%.

Decreases in social reach for Instagram, Facebook, and LinkedIn is due to recent algorithm changes. We are adjusting our strategy and will report on progress in quarter 2.

Despite this, January 2025 had a cross-channel reach of 11,755. This is the highest monthly reach on our channels since July 2024.



MOST LIKED POSTS



bristol_light_fest and 3 others

...



917

17

101

Liked by thebeautyofcaring_cic and others

bristol_light_fest EVERYTHING YOU NEED TO KNOW

Bristol Light Festival is back from 31 January - 9... more

clairescitylife Can't wait!

16 January

redcliffeandtemplebid and bristolbid

...

Home


Search

Post

Reels

Profile


Likes: 917
Reach: 33,501



visitbristol and 4 others

Bristol, United Kingdom

...



885

6

10

Liked by bocabarbristol and others

visitbristol @bristol_light_fest here, letting you know our lights have been switched on for the evening!

1 February

visitbristol and 4 others

Bristol, United Kingdom

...

Home


Search

Post

Reels

Profile


Likes: 885
Reach: 17,687



visitbristol and 4 others

Bristol, United Kingdom

...



753

9

3

Liked by thebeautyofcaring_cic and others

visitbristol Night Three of @bristol_light_fest - let's go!

2 February

Have you explored all ten dazzling installations yet... more

onlynome Where is the disco heart?

Home


Search

Post

Reels


Profile

Likes: 753
Reach: 19,052



bristol_light_fest and 4 others

...



716

3

12

Liked by thebeautyofcaring_cic and others


bristol_light_fest AND WE'RE OPEN

From 5-10pm for the next 10 evenings, the city will... more

31 January

bristolbid and redcliffeandtemplebid

...



Home

Search

Post

Reels

Profile

Likes: 716
Reach: 18,039

FINANCE

BUDGET UPDATE APRIL 2025

Finance table	24/25 Actual	24/25 Business Plan Budget
	Nov24 - Oct25 Feb Actual and March to Oct Forecast	
Income		
Levy at 1.5%	821,046	1,075,710
Other income	6,615	
Total	827,661	1,075,710
Expenditure		
Creating & Maintaining quality spaces	244,004	233,790
Improving sustainability & the environment	153,603	116,900
Creating & promoting a vibrant place	193,739	208,740
Connecting & representing businesses	81,550	100,200
Building a safe & caring community	140,379	175,340
Management and overheads	117,689	186,030
Contingency and loan repayment	-	54,710
Total	930,963	1,075,710
Underspend/(Overspend) current year	(103,302)	
Underspend b/fwd previous years	104,001	
Total underspend/(overspend)	699	

LEVY COLLECTION MARCH 25

2023/24 - Year 4	Collection Stats		Net Liability: £825,810.72				Payments to BID Board	
	Period	Net receipts	Net w/off	Balance o/s	% collection	Cumulative	Advice Date	£
	Admin Fee	-£11,227.00						
	Contingent 10%							
	Jan -Feb 2025	£0.00	£0.00	£21,090.00	0.00%	97.45%		
	Totals:	£793,493.72	£0.00		97.45%			£793,493.72
2024/25 - Year 5	Collection Stats		Net Liability: £803,406.97				Payments to BID Board	
	Period	Net receipts	Net w/off	Balance o/s	% collection	Cumulative	Advice Date	£
	Admin Fee	-£11,526.00	###CURRENT###					
	Contingent 10%	-£71,660.02						
	Sep-Oct 2024	£298,561.36	£0.00	£504,845.61	37.16%	37.16%		
	Nov-Dec 2024	£311,492.25	-£0.01	£193,353.37	38.77%	75.93%	23/01/2025	£538,674.85
	Jan-Feb 2025	£118,072.62	£0.00	£75,280.75	14.70%	90.63%		
	Totals:	£644,940.21	-£0.01		90.63%		£106,265.36	£538,674.85

