

IRETANIA

DELIVERING A BETTER BRISTOL FOR ALL

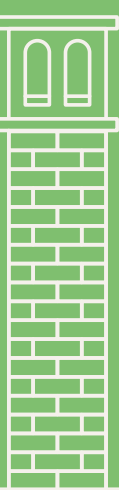


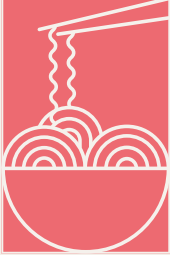
WELCOME TO YOUR BUSINESS IMPROVEMENT DISTRICT (BID)

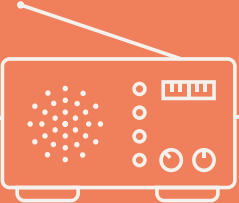
The City Centre BID is a business-led partnership of over 650 businesses, working together to make Bristol an even better place to live, work and study.

Funded by a 1.5% levy on businesses with a rateable value of £25,000 or more. The BID raises and re-invests £1m annually into the city centre through projects, campaigns and initiatives to benefit the local area and the business community.

Read on to find out more about how you can get involved and make the most out of your BID.

	ENHANCING ATTRACTING NEW INVESTMENT BY CREATING A CLEANER, GREENER CITY CENTRE		2,715 MILES of additional cleansing over	
1373 unwanted graffiti tags removed last year.	Decorating the city centre with CHRISTMAS LIGHTS each year.		4,186 HOURS last year - a dedicated service for levy payers.	
£8.7m additional income to Bristol businesses during Bristol Light Festival 2022, driving footfall into the city centre at a quieter time of the year.		40+ planters and artworks in various locations to improve public areas, increasing their welcome and appeal.		420+ bikes serviced as part of Dr Bike, our free 30 minute bike maintenance service

PROMOTING CELEBRATING EVERYTHING THAT MAKES BRISTOL A SPECIAL PLACE TO WORK, STUDY & LIVE		Promoting individual businesses by supporting events to drive footfall including: DIASPORA!, HARBOUR FESTIVAL AND BRISTOL COCKTAIL WEEKEND	
	Dedicated consumer PR activity to promote the city with PR reach of 4.3 billion in 2023	40 FREE Love Our Levy Payers LUNCH TIME EVENTS with OVER 700 PEOPLE REGISTERED	46,797 digital audience across owned social media and email channels, to supplement levy payers' own promotional marketing and to promote BID activities.
PR reach of 4.9 billion for 2024 Bristol Light Festival with over 100 pieces of media reached across online, print and broadcast.			

PROTECTING INVESTING TO REDUCE, CHALLENGE & RAISE AWARENESS OF CRIME AND ANTI-SOCIAL BEHAVIOUR		DISC – Information sharing platform available for night-time economy venues, helping to safeguard both staff and customers alike.	BUSINESS CRIME REDUCTION PARTNERSHIP Working with strategic partners to tackle crime in our city centre, with dedicated PCSO and Streetwise Intervention Officer.
SECURITY RADIOS provided FOC to 111 BUSINESSES making up part of the city- wide radio scheme with over 200 members. Helping stop criminal behaviour and increase safety citywide.	Partnerships to improve safety: WATER SAFETY comms on water dangers, training by Avon Fire & Rescue DRINK SPIKING HARM REDUCTION A policy centred on welfare and safety.	 Funding Street Pastor volunteers to support vulnerable individuals at night. 327 PEOPLE HELPED during 2023	TAP FOR BRISTOL – Raising money for homelessness prevention and emergency support using contactless donation points in host businesses which have raised over £130K to date.

SUPPORTING A COLLECTIVE VOICE TO REPRESENT AND SUPPORT THE BUSINESS COMMUNITY	£250,000 additional income generated and invested into the city in 2022/2023	£1 million invested in the area through BID projects and initiatives annually.
98% increased recycling rates by businesses using the City Centre BID waste contract	Free health check for business operating costs and advice on energy saving procurement – so far identified over £319,000 in savings for Bristol businesses.	SOLD OVER £100,000 OF LOVE BRISTOL GIFT CARDS encouraging local spend to support our retail, entertainment and hospitality businesses and providing a local alternative to corporate incentives.
WEEKLY FOOTFALL DATA & QUARTERLY VISA SPEND enabling businesses to analyse their customer base and refine marketing campaigns	Free access to ONLINE LEARNING PLATFORM for all staff with unlimited access to OVER 200 FREE COURSES.	

HOW TO MAKE THE MOST OF YOUR BID

To make the most of your BD, make sure you're signed up to our newsletters and follow us on social media. Got an event / vacancy / offer you want bus to promote? Tag us on social media when promoting it and we will share to our audience as well.



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Bristol City Centre BID

bristolcitycentrebid.co.uk/contact

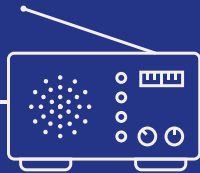


*WELCOME PACK UPDATED MAY 2024

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SCAN THE QR CODE
TO MEET THE TEAM

